

MB-260^{Q&As}

Microsoft Customer Data Platform Specialist

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QUESTION 1

DRAG DROP

You are a Customer Data Platform Specialist. You are implementing an incremental refresh in audience insights. All the data is stored in an Azure SQL database and is ingested to audience insights using Power Query. You need to configure

an incremental refresh for data sources.

Which four actions should you perform in sequence to meet this requirement?

To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order

Select and Place:

| Actions | Order |
|---|-------|
| Confirm that each entity within the data source that needs to be configured for the incremental refresh has a date column that is set when record is updated. | |
| In Define the "last updated" field, select the timestamp field from customer profile table for Loyalty Member. | |
| Select Loyalty member data sources on the incremental refresh settings page, enter lastname as a primary key for the table. | |
| Set incremental refresh to every 2 weeks and Save. | |
| Set incremental refresh to every 2 days and Save. | |
| Select Loyalty member data sources on the incremental refresh settings page, enter srcid as a primary key for the table. | |

Correct Answer:

Actions

| |
|---|
| |
| |
| Select Loyalty member data sources on the incremental refresh settings page, enter lastname as a primary key for the table. |
| Set incremental refresh to every 2 weeks and Save. |
| |
| |

Order

| |
|---|
| Confirm that each entity within the data source that needs to be configured for the incremental refresh has a date column that is set when record is updated. |
| Select Loyalty member data sources on the incremental refresh settings page, enter srcid as a primary key for the table. |
| In Define the "last updated" field, select the timestamp field from customer profile table for Loyalty Member. |
| Set incremental refresh to every 2 days and Save. |

QUESTION 2

You are a Customer Data Platform Specialist. You already have a few existing production environments for audience insights. You were given a new production environment. Which two statements are correct about creating a new production environment when other environments already exist? Each correct answer presents part of the solution. NOTE: Each correct selection is worth one point.

- A. Data source credentials can be copied from an existing environment to a new production environment.
- B. You must log out of one environment to access new environments that are on the same tenant.
- C. When you create a new production environment, you can choose to copy the configuration from an existing environment.
- D. You can select the Environment control in the upper-right corner of the page to change environments.

Correct Answer: CD

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/manage-environments>

QUESTION 3

You are a Customer Data Platform Specialist. Your organization is using Power Query when connecting to Data Sources in audience insights. You need to load eCommerce Contacts to audience insights. Which statement about loading data to audience insights using Power Query is correct?

- A. You must create a separate Power Query data source for each entity you wish to ingest.
- B. Power Query automatically recognizes header rows in files when you use the Text/CSV connector.
- C. After you save a Power Query data source, you have to manually trigger the initial refresh process.

D. You can add additional entities to the data source using Get Data functionality in the Power Query.

Correct Answer: D

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/connect-power-query>

QUESTION 4

You are a Customer Data Platform Specialist. Dynamics 365 Customer Insights (CI) users have complained that they are not able to quickly find customers using main demographic data points. You must ensure users are able to search customers using any of the available fields.

Which two statements define the actions that should be completed to satisfy this requirement? Each option represents a partial solution.

NOTE: Each correct selection is worth one point.

- A. Validate you have access to edit the Search and index pages in audience insights.
- B. On the Search and filter index pane, add Last Name, Full Name, Email, Cell Phone, Street Address, and DOB fields to Index. Click Save and Run.
- C. You must run Merge in order to view the newly added fields on the customer profile.
- D. On the Search and filter index pane, add Last Name, Full Name, Email, Home Phone, DOB fields to Index. Click Save and Run.

Correct Answer: AB

The following fields from the unified customer record should be added to index: Last Name, Full Name, Email, Cell Phone, Street Address, DOB.

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/searchfilter-index>

QUESTION 5

You are a Customer Data Platform Specialist.

One of the marketing users asked you to create two lists:

1.

All customers that live in Paris, France

2.

All customers that have made more than ten online purchases

You decide to create these lists as quick segments.

Which two options should you use as the base in quick segments to create the required insights? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. Measures
- B. Enrichments
- C. C. Intelligence
- D. Profiles
- E. Data entities

Correct Answer: AD

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/segment-builder#quick-segments>

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