

MB-260^{Q&As}

Microsoft Customer Data Platform Specialist

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QUESTION 1

You are a Customer Data Platform Specialist. You are implementing a scheduled refresh in audience insights.

Which two statements are correct when describing scheduled refreshes? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. To exclude a segment from a scheduled refresh, you must deactivate it before the scheduled refresh run.
- B. Scheduled refresh is not available in trial environments and can only be configured for production instances.
- C. The refresh schedule can be applied to selected data sources or specific entities within these data sources.
- D. When you configure a refresh schedule to run daily, you must define the time zone and time when the refresh needs to run.

Correct Answer: AD

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/segments?tabs=b2c>
<https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/system#schedule-tab>

QUESTION 2

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 3

You are a Customer Data Platform Specialist. You are configuring a workflow for a custom model using an Azure Machine Learning batch pipeline. Configuring this type of model requires different parameters than Machine Learning Studio

(Classic) models.

Which two configuration parameters are required specifically for Azure Machine Learning batch pipelines? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. Output data store path
- B. Output data store parameter name
- C. Web service that contains your model
- D. Entity name

Correct Answer: BD

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

QUESTION 4

You are a Customer Data Platform Specialist. Audience insights users state that they are not able to quickly find details on specific customers while searching customer profiles. You explain the index and search capabilities within audience insights.

Which two statements are correct about configuring and using search and filter index capabilities? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. You can add up to 25 custom fields to index and configure filtering for each one of the fields as an administrator.
- B. The only fields that are available for indexing are the ones that exist in the customer profile that you created during the data unification process.
- C. You can only add a filter for a specific field from the search and filter index page in audience insights.
- D. Users with a contributor role can add fields on the search and filter index page in audience insights and configure how many filtered records to show.

Correct Answer: BC

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

QUESTION 5

You are a Customer Data Platform Specialist. The primary audience for your instance of audience insights is business accounts. You need to show audience insights data to Dynamics 365 Sales users without updating data in Dataverse. Which Customer Card Add-in controls requires you to create semantic entity mapping before you can use it?

- A. Contacts control
- B. Intelligence control
- C. Customer details control
- D. Enrichments control

Correct Answer: A

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-ins>

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