

MB-260^{Q&As}

Microsoft Customer Data Platform Specialist

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QUESTION 1

DRAG DROP

You are a Customer Data Platform Specialist. The marketing manager at your company wants to understand the training model performance for a customer lifetime value (CLV) model you configured.

What do the possible training model performance grades signify? To answer, drag the appropriate definition to the correct grade value. Each definition may be used once or not at all. You may need to drag the split bar between panes or scroll

to view content.

NOTE: Each correct selection is worth one point.

Select and Place:

- The model accurately predicted fewer high-value customers as compared to the baseline model.
- The model accurately predicted at least 0-10% more high-value customers as compared to the baseline model.
- The model accurately predicted at least 10% more high-value customers as compared to the baseline model.
- The model accurately predicted between 0-5% more high-value customers as compared to the baseline model.
- The model accurately predicted at least 5% more high-value customers as compared to the baseline model.
- The model accurately predicted at least 25% more high-value customers as compared to the baseline model.

Answer Area

A	
B	
C	

Correct Answer:

The model accurately predicted at least 0-10% more high-value customers as compared to the baseline model.
The model accurately predicted at least 10% more high-value customers as compared to the baseline model.
The model accurately predicted at least 25% more high-value customers as compared to the baseline model.

Answer Area

- A The model accurately predicted at least 5% more high-value customers as compared to the baseline model.
- B The model accurately predicted between 0-5% more high-value customers as compared to the baseline model.
- C The model accurately predicted fewer high-value customers as compared to the baseline model.

QUESTION 2

You are a Customer Data Platform Specialist. You need to create an additional audience insights environment based on the existing configuration in the development environment. Which two statements are correct when creating an additional environment with limited amount of required configuration? Each correct answer presents part of the solution. NOTE: Each correct selection is worth one point.

- A. In Type select Trial, Region, and click next to connect to the Azure Data Lake Storage Account.
- B. In the Create New Environment dialog window, enter *UAT1" name. Check Copy from exiting environment and select "Dev" from the option set.
- C. In the Create New Environment dialog window, enter *UATT name. Check Copy from exiting environment, and select DEV1 from the list.
- D. In Type select Sandbox, Region, and click next to connect to the Azure Data Lake Storage Account.

Correct Answer: CD

Creating a sandbox environment that mirrors the current development environment Create a sandbox environment called UAT1 and copy configurations from env. "DEV1".

- Note: there is also an exiting environment called "Dev" and it is not configured correctly and should not be copied

QUESTION 3

You are a Customer Data Platform Specialist. You are reviewing the system status. You notice that an insights refresh process shows a "skipped" status. Which system process type should you review to find the step that is blocking the insights refresh from starting?

- A. Segments
- B. Search
- C. Enrichments
- D. Activities

Correct Answer: A

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

QUESTION 4

You are a Customer Data Platform Specialist. The marketing team wants to send personalized marketing emails to customers, but the customer FullName attribute has not been correctly populated as part of the profile unification process.

You update the Map process to include the `loyalty.member.fullname`, `ecom.member.fullname`, and `cclubcust.member.full_name` fields. Then, you map the fields to the `Person.FullName` semantic type. Audience insights automatically merges

these fields into the FullName attribute on the Merge page.

What action should you perform to make sure the merged FullName field contains the most trusted data available?

- A. Edit the merged FullName field and combine fields by most recent based on timestamp in the source entity.
- B. Edit the merged FullName field and combine fields by least recent based on timestamp in the source entity.
- C. Separate the fields in the merged FullName field, create a new field, and add attributes in priority order.
- D. Edit the merged FullName field, combine fields by importance, and manually rank the source entities.

Correct Answer: D

Adding Full Name field to the unified customer record

Full Name is a merged field with the following merging policy:

a.

`loyalty.member.fullname`

b.

`ecom.member.fullname`

c.

`cclubcust.csv.full_name`

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

QUESTION 5

DRAG DROP

You are a Customer Data Platform Specialist. You want to add data sources that connect to data in the organization's Azure Data Lake.

You need to enable data profiling for the entity within the data source while creating it.

Which three 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

When creating each data source in audience insights, in the "Enable data profiling" step deselect the entity and select "cellphone" field only

Enable data profiling for cellPhone_loyalty, and cellPhone_ec after the data sources are created and the data is fully ingested from each source to audience insights

Click Save to start ingesting the data

Ensure the cellPhone_loyalty, cellPhone_ec, and cellPhone_cc data in the Azure Data Lake is in Common Data Model format

Order

Correct Answer:

Actions

Enable data profiling for cellPhone_loyalty, and cellPhone_ec after the data sources are created and the data is fully ingested from each source to audience insights

Order

Ensure the cellPhone_loyalty, cellPhone_ec, and cellPhone_cc data in the Azure Data Lake is in Common Data Model format

When creating each data source in audience insights, in the "Enable data profiling" step deselect the entity and select "cellphone" field only

Click Save to start ingesting the data

QUESTION 6

DRAG DROP

You are a Customer Data Platform Specialist. Your organization is using the Dynamics 365 Customer Insights as the Customer Data Platform.

Your marketing team wants to explore the suggested segments feature and create a segment based on measures.

Which four steps should be performed in sequence to achieve this goal? 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:

Steps
Create a copy of the newly created suggestion in Segments.
Choose a measure as the influencing attribute.
Choose a measure as the primary attribute.
Select the influencing attributes and save.
Save the generated suggestion as a segment.
Get new suggestions from the Suggestions (preview) tab in Segments.

Order

Correct Answer:

Steps
Create a copy of the newly created suggestion in Segments.
Choose a measure as the influencing attribute.

Order
Get new suggestions from the Suggestions (preview) tab in Segments.
Choose a measure as the primary attribute.
Select the influencing attributes and save.
Save the generated suggestion as a segment.

QUESTION 7

Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

You are a Customer Data Platform Specialist. Your company's information technology department already ingested a CSV file with column names in the first row into audience insights. You are asked to clean and transform the data to get it

ready for unification.

What can you do to satisfy the requirements?

Solution: Clean the data by transforming the first row to be used as headers, defining column types to be appropriate field types, and naming the query. Create a full name column if it does not exist by merging the columns for the first name

and last name. Click "Next" and your data is now ready for unification.

Does this meet the goal?

- A. Yes
- B. No

Correct Answer: A

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

QUESTION 8

DRAG DROP

You are a Customer Data Platform Specialist. You are asked to create a household cluster to group profiles that share a set of demographic data points.

Which three actions should you perform in sequence to configure a household cluster?

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
On the Merge pane, click Create cluster on the top menu under Advanced.	
In "Create customer cluster" dialog, leave the default type set to Household, enter name "Household", and click Done.	
In Create customer cluster dialog, enter name "Household" and set the cluster to "Custom" in order to create a rule with prepopulated conditions.	
Modify the created cluster rule to ensure Last Name, Street Address, City, Zip Code, and State are part of the conditions, then click Done.	

Correct Answer:

Actions	Order
	On the Merge pane, click Create cluster on the top menu under Advanced.
	In "Create customer cluster" dialog, leave the default type set to Household, enter name "Household", and click Done.
In Create customer cluster dialog, enter name "Household" and set the cluster to "Custom" in order to create a rule with prepopulated conditions.	Modify the created cluster rule to ensure Last Name, Street Address, City, Zip Code, and State are part of the conditions, then click Done.

QUESTION 9

You are a Customer Data Platform Specialist. Your company implemented audience insights as their Customer Data Platform.

While discussing the AI possibilities of audience insights with a campaign manager, you mention that the solution can suggest segments based on the activities of a profile. The campaign manager asks you to run a suggestion based on the

sales order lines that are available in audience insights.

Which three factors will affect the segment suggestions? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. The specific activity relationship path(s).
- B. The number of days since the last order line
- C. The credit card or any specific attributes recorded at the order line
- D. The number of order lines
- E. The value of the order line

Correct Answer: BDE

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/suggested-segments-activity>

QUESTION 10

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>

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