DUMPSQUEEN

Microsoft Customer Data Platform Specialist

Microsoft MB-260

Version Demo

Total Demo Questions: 10

Total Premium Questions: 50

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Topic Break Down

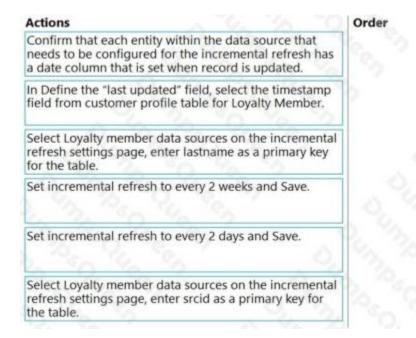| Topic	No. of Questions
Topic 1, Case Study 1	3
Topic 2, Case Study 2	3
Topic 3, Case Study 3	2
Topic 4, Mixed Questions	42
Total	50

QUESTION NO: 1 - (DRAG DROP)

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.	

ANSWER:

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

Explanation:

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/incremental-refresh-data-sources

QUESTION NO: 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 "UAT1" 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.

ANSWER: C D

Explanation:

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 NO: 3

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

ANSWER: A

Explanation:

Reference:

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

QUESTION NO: 4

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

ANSWER: A

Explanation:

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

QUESTION NO: 5

You are a Customer Data Platform Specialist. Your marketing team is in the process of mapping entities and attributes in the data unification process of audience insights. You are assisting them with completing this task.

Which two statements correctly describe how audience insights handles the mapping of semantic types for entity attributes? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Attributes that are automatically mapped to a semantic type cannot be remapped to a custom semantic type.

B. Attributes must be mapped to the semantic type of ID in order to be used as a primary key for the entity.

C. The "Define the data in the unmapped fields" section shows attributes that are not automatically mapped to a semantic type.

D. The "Review mapped fields" section shows all attributes for which a semantic type is automatically identified.

ANSWER: D

Explanation:

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/map-entities

QUESTION NO: 6

You are a Customer Data Platform Specialist. You successfully installed the Customer Card Add-in and the required add-in control in Dynamics 365 Sales app. You need to show customer enrichment data from audience insights in the Dynamics 365 Sales application.

Which two statements must be true for you to show the required data on a Customer Card Add-in control? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Customer details control is successfully installed and added to the Contact form.

B. Active enrichment is applied to customer profiles.

C. Contacts from Dynamics 365 Sales are included in the audience insights unification process.

D. Measure Control is successfully installed and added to the Contact form.

ANSWER: B C

Explanation:

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/customer-card-add-in

QUESTION NO: 7

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. Intelligence

D. Profiles

E. Data entities

ANSWER: A D

Explanation:

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

QUESTION NO: 8

You are a Customer Data Platform Specialist. Your company uses both audience insights and Dynamics 365 Sales. To enhance the customer information within Dynamics 365, you asked the Dynamics 365 administrators to add the audience insights timeline as a Customer Card add-in control on the contact form.

The Dynamics 365 administrators asked you to update the company's Dynamics 365 user guide and explain how users can use the timeline.

Which action can users perform within the added customer card add-in timeline in Dynamics 365?

A. Filter the activities on the timeline.

B. Delete the activity from the timeline.

C. Edit the activity from the timeline.

D. Open the activity from the timeline.

E. Sort the activities on the timeline.

ANSWER: A

Explanation:

Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/activities

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QUESTION NO: 9

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

ANSWER: B D

Explanation:

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

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QUESTION NO: 10

You are a Customer Data Platform Specialist. You completed an initial implementation of audience insights. The marketing team wants to send a survey to customers. The survey will determine their interest in several new services that your company may begin offering.

The marketing team will use a new survey website that can provide the results in a format that allows you to perform a custom SFTP import without going through the data unification process.

How can you display the levels of interest a customer has in each new service to users in Dynamics 365 Sales?

A. Configure an export to Dynamics 365 Sales, and add the fields to the contact form.

B. Enable the Customer Card Add-in, and add the timeline control to the contact form.

C. Create a Power BI report that queries the activity timeline, and embed it on the contact form.

D. Enable the Customer Card Add-in, and add the enrichment control to the contact form.

ANSWER: D

Explanation:

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/customer-card-add-in
https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/enrichment-sftp-custom-import