



MB-260^{Q&As}

Microsoft Customer Data Platform Specialist

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QUESTION 1

An organization is using Microsoft Power Query when connecting to data sources in Microsoft Dynamics 365 Customer Insights. You need to load eCommerce Contacts to Dynamics 365 Customer Insights using Microsoft Power Query. Which is an appropriate action to take when using Microsoft Power Query to ingest data?

- A. You can have Microsoft Power Query automatically recognizes header rows in files when you use the Text/CSV connector.
- B. After you saw a Microsoft Power Query data source you have to manually trigger the initial refresh process.
- C. You must select Microsoft Power Query as an import method when creating the data source
- D. If a system process uses a Microsoft Power Query data source, you can simultaneously edit the data source.

Correct Answer: D

QUESTION 2

Your company has recently implemented Microsoft Dynamics 365 Customer Insights to target customers based on household size and income. The company's Marketing team plans to create different segments for customers living in Canada

based on household size and income.

Customer profiles are currently missing this information, and the marketing team requests this data be added to Dynamics 365 Customer Insights for as many customers as possible in Canada.

You need to ensure that as many customer profiles as possible are enriched with household and income size details.

What type of enrichment should you use to bring in data to satisfy the requirement?

- A. Demographics from Experian
- B. Location from HERE Technologies
- C. Identity from LiveRamp
- D. SFTP custom import

Correct Answer: A

QUESTION 3

The marketing team wants to create a segment for a new email campaign to invite customers to a series of in-store events. What should you do first?

- A. Separate the fields in the merged FullName field and create new fields for first name and last name.
- B. Enable data profiling for the firstName attributes in the LoyaltyMember and tcommerceCustomer tables.



C. Create a merged FirstName field from attributes in the LoyaltyMember and EcommerceCustomer tables.

D. Map attributes from the LoyaltyMember and EcommerceCustomer tables to the Person.FirstName semantic type.

Correct Answer: B

QUESTION 4

You have data that needs to be loaded from Microsoft Dataverse into an instance of Microsoft Dynamics 365 Customer Insights.

You need to create a data source that connects to a Dataverse-managed data lake.

Which three statements do you need to be aware of when creating the connection?

NOTE: Each correct selection is worth one point.

A. You can select additional Dataverse tables for synchronization after the data source is created.

B. Any user account with read permissions on Dataverse tables can be used to select tables for synchronization.

C. The table count for the data source will stay at zero (0) until all selected tables are synchronized.

D. Multiple Dynamics 365 Customer Insights data sources can simultaneously use the same Dataverse managed data lake.

E. You must create a new data source if you need to connect to a different Dataverse managed data lake later.

Correct Answer: BCE

QUESTION 5

DRAG DROP

You are a Dynamics 365 Customer Insights system administrator for a university. The university is closed on the weekends, and the system refresh schedule is set to only run on days that the university is open.

To shorten the daily refresh, you notice that some measures could only be refreshed weekly and only need to be available at the beginning of the week.

You need to create custom refresh schedules for these measures.

Which five actions should you perform in sequence? 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

Select **Schedule**.

In the schedule settings, select **Sunday** as the specific day.

Go to **Schedule** in the system settings and select **Edit measure refresh settings**.

Go to **Measures** and select the measures you want to schedule.

In the schedule settings, set the **Recurrence** to Weekly.

In the schedule settings, select **Monday** as the specific day.

Select **Save**.

Order

Correct Answer:



Actions

Select **Schedule**.

In the schedule settings, select **Sunday** as the specific day.

Order

Go to **Schedule** in the system settings and select **Edit measure refresh settings**.

Go to **Measures** and select the measures you want to schedule.

In the schedule settings, set the **Recurrence** to Weekly.

In the schedule settings, select **Monday** as the specific day.

Select **Save**.

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