



MB-260^{Q&As}

Microsoft Customer Data Platform Specialist

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QUESTION 1

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 2

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.

You are a Customer Data Platform Specialist. Your company's information technology department (IT) has a CSV file stored on one of their Shared Documents folders within their SharePoint sites which they have ingested into audience

insights. The file contains a row header with some special characters, columns of different types (quantities, prices, etc.), and some rows with a high proportion of nulls and missing primary keys. You have been asked to clean and transform

the data in audience insights to be ready for unification.

What should you do?

Solution: Clean the data by removing any rows where the primary key is missing, delete any leading or trailing zeros on the primary key, and name the query. Click "Next" and your data is now ready for unification.

Does this meet the goal?



A. Yes

B. No

Correct Answer: B

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

QUESTION 3

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	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.

QUESTION 4

You are a Customer Data Platform Specialist. You are creating a new measure for business accounts (B2B) in audience insights.

One of the requirements for the new business-level measure is to add a dimension of the city for each business account.

What is needed to ensure that this measure is created as a business-level measure instead of a customer-level measure?

- A. Use the default "CustomerID*" dimension when creating the measure.
- B. Use the default "AccountID" dimension when creating the measure.
- C. Remove the default "AccountID" dimension when creating the measure.
- D. Remove the default "CustomerID*" dimension when creating the measure.

Correct Answer: D

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/measures?tabs=b2b>

QUESTION 5

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

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