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Microsoft Customer Data Platform Specialist

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QUESTION 1

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 2

You are implementing Microsoft Dynamics 365 Customer Insights as your company\\'s Customer Data Platform.

The initial dataset tables contain contacts from Dynamics 365 Sales. eCommerce customers, and service management platform incidents.

In your first unification run, you set Dynamics 365 as the primary table but only see eCommerce profiles that were able to be matched with Dynamics 365 contacts.

You need to ensure that unmatched eCommerce customers are also added as a profile in Dynamics 365 Customer Insights.

Solution: Adjust the first condition in the matching rule with the lowest precision.

Does this meet the goal?

A. Yes

B. No

Correct Answer: B

QUESTION 3

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.

Correct Answer: D

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

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QUESTION 4

You need to unify the different data sources within Microsoft Dynamics 365 Customer Insights through the data unification process.

After you selected Create customer profiles on the Review step, you notice that you still need to rename a customer field.

What is the fastest way to perform the correction?

A. View the details of the running job and cancel the job. Rename the field and run the unification process again.

B. Wait for the process to finish. Refresh the page, then rename the field and run the unification process again

C. While the unification process is running, separate and recombine the Customer field. Rename it and run the unification process again.

D. Rename the field while the unification is in Refreshing status. Changes are still recorded during the current process.

Correct Answer: D

QUESTION 5

Your organization is using Microsoft Power Query when connecting to data sources in Microsoft Dynamics 365 Customer Insights. You loaded eCommerce profiles to Dynamics 365 Customer Insights. The table contains a iastupdated field

that is loaded as a text field instead of a date field.

You need to fix the column format.

Which two actions should you perform? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. In Power Query, edit the queries dialog, and select the lastupdated column, select the Transform tab, change Data Type to Date, and select Save

B. In Dynamics 365 Customer Insights, select and edit the eCommerce profiles data source to open the Power Query - Edit queries dialog.

C. In Dynamics 365 Customer Insights, select and edit eCommerce profiles\' data source, select the lastupdated column, select the Transform tab to change Data Type to Date, and select Save

D. In Dynamics 365 Customer Insights, select and edit the eCommerce profiles table to open the Power Query - Edit queries dialog.

Correct Answer: CD

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