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Microsoft Customer Data Platform Specialist

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QUESTION 1

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 folder 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 transforming the first row to be used as headers and removing special characters and spaces from header row, defining column types to be appropriate field types, remove rows with missing primary keys, 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: A

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

QUESTION 2

You are a Customer Data Platform Specialist. Some of the data your company stores need to adhere to strict organization compliance and security when establishing connections and exports. Your information technology department tells you that you must use a dedicated Azure key vault with your audience insights environment to help the organization meet its compliance requirements. The dedicated key vault will be used to stage and use secrets in an organization\'s compliance boundary.

Which two statements are true about using audience insights and Azure Key Vault to store the secrets for each of the connections set up?

NOTE: Each correct selection is worth one point.

A. You must have administrator role in audience insights.

B. The key vault must have Key Vault firewall enabled.

C. The key vault is in the same Azure location as the audience insights environment.

D. Audience insights can write secrets or overwrite secrets into the key vault.

Correct Answer: AC

Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/use- azure-key-vault

QUESTION 3

Your manager asks you to delete all custom deduplications rules and create new ones for each regional data source. Customer records are considered duplicates if they contain:

1.

Close match on first name,

2.

Same last name.

3.

Same street address, and

4.

Same postal code

You need to complete the configuration of the deduplication matching conditions.

Select and Place:

Attribute name

FirstName

eastaddresses_Address

eastaddresses_Street1

HomeAddress

eastaddresses_StateOrProvince

eastaddresses_ZipOrPostalCode

Answer Area

Conditions

Condition 1   🗑

Select field

[   ]

Normalize

[Type (Phone, Name, Address, Organization)   ⌄]

Precision

[Basic   ⌄]

●─────────────────────────O───── High

Condition 2   🗑

Select field

[   ]

Normalize

[Type (Phone, Name, Address, Organization)   ⌄]

Precision

[Basic   ⌄]

●───────────────────────────────O Exact

Condition 3   🗑

Select field

[   ]

Normalize

[Select options   ⌄]

Precision

[Basic   ⌄]

●───────────────────────────────O Exact

Condition 4   🗑

Select field

[   ]

Normalize

[Select options   ⌄]

Precision

[Basic   ⌄]

●───────────────────────────────O Exact

Correct Answer:

Attribute name

FirstName

eastaddresses_Address

eastaddresses_Street1

HomeAddress

eastaddresses_StateOrProvince

eastaddresses_ZipOrPostalCode

Answer Area

Conditions

Condition 1   🗑

Select field

| eastaddresses_Street1 |

Normalize

Type (Phone, Name, Address, Organization)   ⌄

Precision

Basic   ⌄

Basic ●─────────────── High

Condition 2   🗑

Select field

| eastaddresses_Address |

Normalize

Type (Phone, Name, Address, Organization)   ⌄

Precision

Basic   ⌄

────────────────● Exact

Condition 3   🗑

Select field

| eastaddresses_StateOrProvince |

Normalize

Select options   ⌄

Precision

Basic   ⌄

────────────────● Exact

Condition 4   🗑

Select field

| eastaddresses_Street1 |

Normalize

Select options   ⌄

Precision

Basic   ⌄

────────────────○ Exact

QUESTION 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

Correct Answer: A

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

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QUESTION 5

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 changing columns with numbers to integer number format, which includes fields such as price, number of purchases, and postal code. You should convert primary key to integer number field if it contains only

numbers. 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

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