



MB-260^{Q&As}

Microsoft Customer Data Platform Specialist

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QUESTION 1

You are a Customer Data Platform Specialist. You completed unification and are looking to create relevant segments for your business. You want to identify insights on fields that overlap between segments. Which statement is correct about using segment overlap?

- A. Audience insights will recommend which fields may be the most insightful to use for segment overlap analysis.
- B. You can select up to three fields to analyze for overlap analysis when you create a new segment overlap.
- C. Audience insights will automatically select the fields for overlap analysis when you create a new segment overlap.
- D. You can select one or more fields to analyze for overlap analysis when you create a new segment overlap.

Correct Answer: D

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

QUESTION 2

HOTSPOT

You are a Customer Data Platform Specialist. Your company has audience insights set up as their Customer Data Platform (CDP). The product owner entered a user story on your backlog to add data from the new loyalty solution into the

CDP. You defined the data source. You are ready to add the loyalty contacts to the data unification process.

Which new data entity area should you select in the Map phase of the data unification process?

Hot Area:



Answer Area

Customer Insights

Audience insights

Primary target audience
Individual consumers

Home
Customers
Segments
Measures
Intelligence
Predictions
Custom models
Data
Data sources
Entities
Unify
Enrichment
Activities
Relationships
Exports
Admin

You're viewing sample data. Customize what you see by connecting to your own data. For licensing options [contact sales](#).

Save Discard changes

Unify

Map Match Merge

To unify customer data, define the fields found in your datasets.

Imported data Edit fields

Entities ↑

Dynamics
Contacts

PGC
Customers
IntelligenceOutputData
HolidaySpecialInterest

Website
WebsiteUsers

Fields

Select the primary key

ContactId

Review mapped fields

Column ↑	Type
City	Location.City
ContactId	ID
Country	Location.Country
DateOfBirth	Person.BirthDate
EMail	Identity.Service.Email
FirstName	Person.FirstName
FullName	Person.FullName
Gender	Person.Gender

Correct Answer:



Answer Area

Column	Type
City	Location.City
ContactId	ID
Country	Location.Country
DateOfBirth	Person.BirthDate
EMail	Identity.Service.Email
FirstName	Person.FirstName
FullName	Person.FullName
Gender	Person.Gender

QUESTION 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.

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 4

You are a Customer Data Platform Specialist. Your organization recently implemented audience insights. You need to create a measure using the 'Average Transaction Value' template to track the average spent by a customer.

As part of the process of creating the measure, you need to add data and map it to the data from the Unified Activity entity.

When you are setting up the measure, which two steps should you perform to complete this task? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. Choose the attribute representing the Transaction value from the Unified Customer entity.
- B. Choose the attribute representing the Transaction value from the Unified Activity entity.
- C. Choose an activity type and select the entity with transactional data.
- D. Choose either the Account or Contact entity to get the related transactional data.

Correct Answer: BC

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/measures?tabs=b2c>

QUESTION 5

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 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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