



# MB-260<sup>Q&As</sup>

Microsoft Customer Data Platform Specialist

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### QUESTION 1

You are a Customer Data Platform Specialist. You are configuring a workflow for a custom model using an Azure Machine Learning batch pipeline. Configuring this type of model requires different parameters than Machine Learning Studio

(Classic) models.

Which two configuration parameters are required specifically for Azure Machine Learning batch pipelines? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. Output data store path
- B. Output data store parameter name
- C. Web service that contains your model
- D. Entity name

Correct Answer: BD

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

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### QUESTION 2

You are a Customer Data Platform Specialist. You need to design a process to share the unified customer profile with the sales team. The sales team uses the Dynamics 365 Sales app for marketing list generation.

Which two conditions must be met to export segments needed by the sales team to the D365 Sales app? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. In order to export segment of customers who have DOB to Dynamics 365 Sales to create marketing lists, a connection to the Dynamics 365 Sales environment must be configured.
- B. Contacts do not have to be present in Dynamics 365 Sales because the export process will create new contact records if they do not already exist.
- C. In order to export segment of customers who have Loyalty email to Dynamics 365 Sales, a connection to the Dynamics 365 Sales environment must be configured.
- D. Dynamics 365 Sales Contacts must be ingested into audience insights as a data source and included in the unified customer profile.

Correct Answer: AD

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/exportdynamics365-sales>

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### 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 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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### QUESTION 4

You are a Customer Data Platform Specialist. You are implementing a scheduled refresh in audience insights.

Which two statements are correct when describing scheduled refreshes? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. To exclude a segment from a scheduled refresh, you must deactivate it before the scheduled refresh run.

B. Scheduled refresh is not available in trial environments and can only be configured for production instances.

C. The refresh schedule can be applied to selected data sources or specific entities within these data sources.

D. When you configure a refresh schedule to run daily, you must define the time zone and time when the refresh needs to run.

Correct Answer: AD

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/segments?tabs=b2c>  
<https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/system#schedule-tab>

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## QUESTION 5

### 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**

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.

**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.
In Define the "last updated" field, select the timestamp field from customer profile table for Loyalty Member.
Set incremental refresh to every 2 days and Save.

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