MB-260^{Q&As}

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Microsoft Customer Data Platform Specialist

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QUESTION 1

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 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. Your marketing team is in the process of mapping entities and attributes in the data unification process of audience insights. You are assisting them with completing this task.

Which two statements correctly describe how audience insights handles the mapping of semantic types for entity attributes? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Attributes that are automatically mapped to a semantic type cannot be remapped to a custom semantic type.

B. Attributes must be mapped to the semantic type of ID in order to be used as a primary key for the entity.

C. The \\'Define the data in the unmapped fields\\' section shows attributes that are not automatically mapped to a semantic type.

D. The \\'Review mapped fields\\' section shows all attributes for which a semantic type is automatically identified.

Correct Answer: D

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

QUESTION 3

You are a Customer Data Platform Specialist. You need to create relationships to connect entities so that they can be further used in defining segments and measures by the marketing team.

Which three relationship types are available in audience insights? Each correct answer presents a complete solution. NOTE: Each correct selection is worth one point.

A. Non-editable system relationships, created by the system as part of the data unification process

B. Non-editable system relationships, which are created automatically from ingesting data sources

C. Editable inherited relationships, created by the system as part of the data unification process

D. Editable custom relationships, created and configured by users

E. Non-editable inherited relationships, which are created automatically from ingesting data sources

Correct Answer: ADE

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

QUESTION 4

You are a Customer Data Platform Specialist. You successfully installed the Customer Card Add-in and the required add-in control in Dynamics 365 Sales app. You need to show customer enrichment data from audience insights in the

Dynamics 365 Sales application.

Which two statements must be true for you to show the required data on a Customer Card Add-in control? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Customer details control is successfully installed and added to the Contact form.

B. Active enrichment is applied to customer profiles.

C. Contacts from Dynamics 365 Sales are included in the audience insights unification process.

D. Measure Control is successfully installed and added to the Contact form.

Correct Answer: BC

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/customer-card-add-in

QUESTION 5

You are a Customer Data Platform Specialist. The marketing team requested that customer cellphone numbers be added to the customer profile in audience insights. The customer cellphone numbers are stored in a separate table in the

Azure Gen 2 Storage Account.

You decide to create the data source(s) needed in audience insights.

Which statements best describes the steps needed to ingest the required data to audience insights?

A. In audience insights, under Data, select Data Sources, add data source and select Azure data lake storage as an import method, enter name as "Loyalty Cell Phone" and enter storage account name to authenticate. Repeat the steps for other tables.

B. In audience insights, select Data Sources, add data source, enter "CellPhone" in the name field and click Next.

C. In audience insights, add data source and select Azure data lake storage as an import method, enter "cellPhoneJoyalty1 as a data source name, and then enter the container name and method to authenticate. Repeat the same steps for other tables.

D. In audience insights, add data source and select Microsoft Dataverse as an importmethod, enter "CellPhoneloyalty" as a data source name.

Correct Answer: C

There are three data sources containing customer profile data loaded to a dedicated storage account and container in the Azure Data Lake. Ingesting Cell phone data- the requirement is to keep the name of the date sources aligned with the design document. cellPhone_loyaly.csv: srcid (primary key), cellphone

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

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