MB-260^{Q&As}

Microsoft Customer Data Platform Specialist

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QUESTION 1

You are a Customer Data Platform Specialist. You need to create an additional audience insights environment based on the existing configuration in the development environment. Which two statements are correct when creating an additional environment with limited amount of required configuration? Each correct answer presents part of the solution. NOTE: Each correct selection is worth one point.

A. In Type select Trial, Region, and click next to connect to the Azure Data Lake Storage Account.

B. In the Create New Environment dialog window, enter *UAT1" name. Check Copy from exiting environment and select "Dev° from the option set.

C. In the Create New Environment dialog window, enter *UATT name. Check Copy from exiting environment, and select DEV1 from the list.

D. In Type select Sandbox, Region, and click next to connect to the Azure Data Lake Storage Account.

Correct Answer: CD

Creating a sandbox environment that mirrors the current development environment Create a sandbox environment called UAT1 and copy configurations from env. "DEV1".

- Note: there is also an exiting environment called "Dev" and it is not configured correctly and should not be copied

QUESTION 2

DRAG DROP

You are a Customer Data Platform Specialist. You are in the process of implementing audience insights as the Customer Data Platform (CDP) solution for your company.

Your manager asks you to give a short presentation for new users who will be using audience insights and explain some of the benefits that audience insights will offer them.

Which user group will take which benefit from audience insights? To answer, drag the appropriate user group to the correct benefit. Each user group may be used once, more than once, or not at all. You may need to drag the split bar

between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Select and Place:

Audience insights administrators

Business users

Business analysts

Answer Area

Be able to see complete insights into the 360-degree customer profiles and activities.	

Enrich customer information with insights from audience intelligence, such as brand affinity and interests.	

Cleanse and standardize customer data across multiple, unlinked sources with AI-powered recommendations.	

Have access to a rich collection of connectors to easily ingest customer data.	

Be able to build customizable profiles, define measures, create segments, and benefit from predictive analytics.	

Correct Answer:

Audience insights administrators

Business users

Business analysts

Answer Area

Be able to see complete insights into the 360-degree customer profiles and activities.	Business users
Enrich customer information with insights from audience intelligence, such as brand affinity and interests.	Audience insights administrators
Cleanse and standardize customer data across multiple, unlinked sources with AI-powered recommendations.	Audience insights administrators
Have access to a rich collection of connectors to easily ingest customer data.	Audience insights administrators
Be able to build customizable profiles, define measures, create segments, and benefit from predictive analytics.	Business analysts

QUESTION 3

You are a Customer Data Platform Specialist. Your company\'s information technology team wants to use the out-of-the-box customer lifetime value (CLV) machine learning (ML) capabilities that come with audience insights, but the team has

some concerns about the suitability of their data. You need to confirm if their research about data requirements is correct.

Which two statements are correct about the data characteristic requirements for configuring the CLV ML model? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. There should be at least two to three transactions per customer ID. preferably across multiple dates.

B. There should be at least 100.000 unique customers to perform the CLV model.

C. There should be preferably two to three years of transactional data to predict CLV for one year.

D. The CLV model will not run if there is any missing data in the fields.

Correct Answer: AC

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/predict-customer-lifetime-value

QUESTION 4

DRAG DROP

You are a Customer Data Platform Specialist. You are asked to create a household cluster to group profiles that share a set of demographic data points.

Which three actions should you perform in sequence to configure a household cluster?

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
On the Merge pane, click Create cluster on the top menu under Advanced.	
In "Create customer cluster" dialog, leave the default type set to Household, enter name "Household", and click Done.	
In Create customer cluster dialog, enter name "Household" and set the cluster to "Custom" in order to create a rule with prepopulated conditions.	
Modify the created cluster rule to ensure Last Name, Street Address, City, Zip Code, and State are part of the conditions, then click Done.	

Correct Answer:

Actions	Order
	On the Merge pane, click Create cluster on the top menu under Advanced.
	In "Create customer cluster" dialog, leave the default type set to Household, enter name "Household", and click Done.
In Create customer cluster dialog, enter name "Household" and set the cluster to "Custom" in order to create a rule with prepopulated conditions.	Modify the created cluster rule to ensure Last Name, Street Address, City, Zip Code, and State are part of the conditions, then click Done.

QUESTION 5

You are a Customer Data Platform Specialist. Your company implemented audience insights and Dynamics 365 Marketing. One of the data sources is the behavioral data from Dynamics 365 Marketing.

You are reviewing the segment requirements with the marketing team. The marketing team wants the segments to exclude people who already received a commercial email in the last seven days. The marketing team creates segments in

audience insights and Dynamics 365 Marketing.

Which option is the fastest way to fulfill the requirement?

A. Create single dynamic segments in both audience insights and Dynamics 365 Marketing of customers who received a commercial email in the last seven days. Users can add an except rule with contacts from that segment in other individual segments.

B. Create audience insights and Dynamics 365 Marketing segment templates that include the rule of contacts that received a commercial email in the last seven days.

C. Create a single dynamic segment in audience insights of customers who received a commercial email in the last seven days. Make sure the segment is exported to Dynamics 365 Marketing. Users can add an except rule with contacts from that segment in other individual segments.

D. Create an audience insights quick segment that includes the rule of contacts that received a commercial email in the last seven days. Make sure the quick segment is exported to Dynamics 365 Marketing.

Correct Answer: C

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

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