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Microsoft Customer Data Platform Specialist

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QUESTION 1

You are a Customer Data Platform Specialist. Your information technology (IT) team created the customer profile records by unifying the Account, Contact, and Web Account tables. After unification was complete, the team noticed that three relationships were created automatically (CustomerToContact, CustomerToAccount and CustomerToWebAccount). The team needs to know how they can configure and update these three relationships.

What feedback should you provide?

A. Relationships created via the unification process can be edited by those with contributor- level access.

B. You can edit each of the three relationships by clicking into the Relationship tab and selecting edit.

C. You cannot edit any of the three relationships, as they are non-editable system relationships.

D. Relationships created via the unification process can only be edited by those with administrator-level access.

Correct Answer: C

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

QUESTION 2

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

QUESTION 3

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

QUESTION 4

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 5

You are a Customer Data Platform Specialist.

One of the marketing users asked you to create two lists:

1.

All customers that live in Paris, France

2.

All customers that have made more than ten online purchases

You decide to create these lists as quick segments.

Which two options should you use as the base in quick segments to create the required insights? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Measures

B. Enrichments

C. C. Intelligence

D. Profiles

E. Data entities

Correct Answer: AD

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/segment-builder#quick-segments