



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

Microsoft Customer Data Platform Specialist

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### QUESTION 1

You are responsible for creating segments for your company's marketing team using Microsoft Dynamics 365 Customer Insights.

Your Chief Marketing Officer (CMO) wants to run a re-engagement campaign for customers that have a high probability of no longer purchasing your organization's products in the next three months.

The CMO asks you to use Dynamics 365 Customer Insights to generate a segment of customers that would meet this requirement.

Solution: \'

1.

Generate a Customer Lifetime Value model for the next three months.

2.

On the results page, review the model results to identify the characteristics of the lowest "Value of customers by percentile" group.

3.

Create a segment using the CLVSore field and a Lesser than operator for the upper bounds value of the group you identified.

Does this meet the goal?

A. Yes

B. No

Correct Answer: A

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### QUESTION 2

You need to implement the out-of-the-box product recommendation model to generate event recommendations for the post-purchase email. What action must you perform to use this model?

A. Upload a product catalog table with categories and prices for event types.

B. Change the existing semantic mapping type for the event tickets activity.

C. Include an IsReturn field in the Power Query definition for event tickets.

D. Add an event type id GUID to the event tickets Power Query definition.

Correct Answer: B

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### QUESTION 3

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 removing any rows with nulls and deleting any leading zeros on the primary key. 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 created several segments in Microsoft Dynamics 365 Customer Insights.

You need to perform a segment overlap analysis to understand what these segments have in common.

Which two actions can you perform? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Analyze how specific values affect the overlap results

B. Save the overlapping members as a new segment.

C. View the analysis output to determine the count of members included in only one segment

D. Export the analysis output for further review outside Dynamics 365 Customer Insights.

Correct Answer: AB

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### QUESTION 5

You have data that needs to be loaded from Microsoft Dataverse into an instance of Microsoft Dynamics 365 Customer Insights.

You need to create a data source that connects to a Dataverse-managed data lake.

Which three statements do you need to be aware of when creating the connection?



NOTE: Each correct selection is worth one point.

- A. You can select additional Dataverse tables for synchronization after the data source is created.
- B. Any user account with read permissions on Dataverse tables can be used to select tables for synchronization.
- C. The table count for the data source will stay at zero (0) until all selected tables are synchronized.
- D. Multiple Dynamics 365 Customer Insights data sources can simultaneously use the same Dataverse managed data lake.
- E. You must create a new data source if you need to connect to a different Dataverse managed data lake later.

Correct Answer: BCE

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