MB-260^{Q&As}

Microsoft Customer Data Platform Specialist

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QUESTION 1

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 2

You are a Customer Data Platform Specialist. The marketing team wants to send personalized marketing emails to customers, but the customer FullName attribute has not been correctly populated as part of the profile unification process.

You update the Map process to include the loyalty.member.fullname, ecom.member.fullname, and cclubcust.member.full_name fields. Then, you map the fields to the Person.FullName semantic type. Audience insights automatically merges

these fields into the FullName attribute on the Merge page.

What action should you perform to make sure the merged FullName field contains the most trusted data available?

A. Edit the merged FullName field and combine fields by most recent based on timestamp in the source entity.

B. Edit the merged FullName field and combine fields by least recent based on timestamp in the source entity.

C. Separate the fields in the merged FullName field, create a new field, and add attributes in priority order.

D. Edit the merged FullName field, combine fields by importance, and manually rank the source entities.

Correct Answer: D

Adding Full Name field to the unified customer record

Full Name is a merged field with the following merging policy:

a.

 loyalty.member.fullname

b.

 ecom.member.fullname

c.

 cclubcust.csv.full_name

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

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QUESTION 3

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 4

You are a Customer Data Platform Specialist. You are in the process of implementing audience insights at a bank.

You finished setting up the different initial data sources. You are starting the unification process.

Which three tasks do you need to perform in the Mapping phase of the unification process? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Identify the primary keys and semantic field types within the different entities.

B. Identify the entities that you need to unify into a single profile.

C. Identify the prioritization of similar fields between different entities.

D. Select the fields you want to include the unified customer profile.

E. Identify rules for duplication between different entities.

Correct Answer: ABD

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

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QUESTION 5

Your team developed and integrated a batch inferencing pipeline to audience insights. This allows for a new custom machine learning (ML) model to run and deliver new insights to your unified profiles data. Your team is manually running the custom machine learning workflows.

Which statement is correct about allowing your workflow to run automatically with every scheduled refresh?

A. You can configure scheduled refreshes for audience insights from Azure ML where you developed the custom ML model.

B. Your team can set up scheduled refreshes that allow your workflow to run automatically.

C. Your team needs to manually trigger your custom machine learning workflows.

D. Scheduled refreshes are not supported for custom machine learning models that are connected to audience insights.

Correct Answer: B

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/custom-models
https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/system#schedule-tab

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