

DUMPS ARENA

Microsoft Dynamics 365 Customer Insights (Data) Specialist

Microsoft MB-260

Version Demo

Total Demo Questions: 10

Total Premium Questions: 50

Buy Premium PDF

<https://dumpsarena.co>

sales@dumpsarena.co

sales@dumpsarena.co
dumpsarena.co

Topic Break Down

Topic	No. of Questions
Topic 1, Case Study 1	3
Topic 2, Case Study 2	3
Topic 3, Case Study 3	2
Topic 4, Mixed Questions	42
Total	50

QUESTION NO: 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.

ANSWER: A C**Explanation:**

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

QUESTION NO: 2

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.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

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 folders 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 removing any rows where the primary key is missing, delete any leading or trailing zeros on the primary key, and name the query. Click "Next" and your data is now ready for unification.

Does this meet the goal?

- A. Yes

B. No

ANSWER: B

Explanation:

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

QUESTION NO: 3

You are a Customer Data Platform Specialist. Your organization is using Power Query when connecting to Data Sources in audience insights. You need to load eCommerce Contacts to audience insights.

Which statement about loading data to audience insights using Power Query is correct?

- A. You must create a separate Power Query data source for each entity you wish to ingest.
- B. Power Query automatically recognizes header rows in files when you use the Text/CSV connector.
- C. After you save a Power Query data source, you have to manually trigger the initial refresh process.
- D. You can add additional entities to the data source using Get Data functionality in the Power Query.

ANSWER: D

Explanation:

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

QUESTION NO: 4

You are a Customer Data Platform Specialist. The sales team asks you for an update on its requirement to be able to create a marketing list in Dynamics 365 Sales from audience insights data.

Which validation is necessary to satisfy the sales team's requirement?

- A. Validate ecom_email field is part of the Customer entity profile, and it is not merged with any other email from a different source.
- B. Validate loyalty_email field is part of the unified customer entity profile, and it is not merged with any other email from a different source.
- C. Validate email field is part of the Loyalty Member entity and can be used as a filter when building a segment for export to Dynamics 365 Sales.
- D. Validate all contacts ingested from Dynamics 365 Sales are included in the segment and the proper filter is applied.

ANSWER: B

Explanation:

Ability to use segments from the audience insights to generate marketing lists:

- The Sales team needs to generate a marketing campaign based on segment of customers who have a Loyalty email. (loyalty.email)

QUESTION NO: 5

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.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

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

ANSWER: A**Explanation:**

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

QUESTION NO: 6

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.

ANSWER: A D

Explanation:

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>

QUESTION NO: 7

You are a Customer Data Platform Specialist. You are creating a new measure for business accounts (B2B) in audience insights.

One of the requirements for the new business-level measure is to add a dimension of the city for each business account. What is needed to ensure that this measure is created as a business-level measure instead of a customer-level measure?

- A. Use the default "CustomerID" dimension when creating the measure.
- B. Use the default "AccountID" dimension when creating the measure.
- C. Remove the default "AccountID" dimension when creating the measure.
- D. Remove the default "CustomerID" dimension when creating the measure.

ANSWER: D

Explanation:

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/measures?tabs=b2b>

QUESTION NO: 8

You are a Customer Data Platform Specialist. Some of the data your company stores need to adhere to strict organization compliance and security when establishing connections and exports. Your information technology department tells you that you must use a dedicated Azure key vault with your audience insights environment to help the organization meet its compliance requirements. The dedicated key vault will be used to stage and use secrets in an organization's compliance boundary.

Which two statements are true about using audience insights and Azure Key Vault to store the secrets for each of the connections set up?

NOTE: Each correct selection is worth one point.

- A. You must have administrator role in audience insights.

- B. The key vault must have Key Vault firewall enabled.
- C. The key vault is in the same Azure location as the audience insights environment.
- D. Audience insights can write secrets or overwrite secrets into the key vault.

ANSWER: A C

Explanation:

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/use-azure-key-vault>

QUESTION NO: 9

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

ANSWER: B D

Explanation:

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/custom-models>

QUESTION NO: 10 - (DRAG DROP)

DRAG DROP

You are a Customer Data Platform Specialist. The marketing manager at your company wants to understand the training model performance for a customer lifetime value (CLV) model you configured.

What do the possible training model performance grades signify? To answer, drag the appropriate definition to the correct grade value. Each definition may be used 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:

The model accurately predicted fewer high-value customers as compared to the baseline model.	Answer Area A B C
The model accurately predicted at least 0-10% more high-value customers as compared to the baseline model.	
The model accurately predicted at least 10% more high-value customers as compared to the baseline model.	
The model accurately predicted between 0-5% more high-value customers as compared to the baseline model.	
The model accurately predicted at least 5% more high-value customers as compared to the baseline model.	
The model accurately predicted at least 25% more high-value customers as compared to the baseline model.	

ANSWER:

	Answer Area A B C
The model accurately predicted at least 0-10% more high-value customers as compared to the baseline model.	
The model accurately predicted at least 10% more high-value customers as compared to the baseline model.	
The model accurately predicted at least 25% more high-value customers as compared to the baseline model.	

A	The model accurately predicted at least 5% more high-value customers as compared to the baseline model.
B	The model accurately predicted between 0-5% more high-value customers as compared to the baseline model.
C	The model accurately predicted fewer high-value customers as compared to the baseline model.

Explanation:

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