MB-260^{Q&As}

Microsoft Customer Data Platform Specialist

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QUESTION 1

Your company has recently implemented Microsoft Dynamics 365 Customer Insights to target customers based on household size and income. The company\\'s Marketing team plans to create different segments for customers Irving in Canada

based on household size and income.

Customer profiles are currently missing this information, and the marketing team requests this data be added to Dynamics 365 Customer Insights for as many customers as possible in Canada.

You need to ensure that as many customer profiles as possible are inched with household and income size details.

What type of enrichment should you use to bring in data to satisfy the requirement?

A. Demographics from Experian

B. Location from HERE Technologies

C. Identity from LiveRamp

D. SFTP custom import

Correct Answer: A

QUESTION 2

You are a Customer Data Platform Specialist. You created several customer segments. You want to identify differences between the segments that you created.

Which two statements are correct about using segment differentiations? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. The higher the difference score, the more the attributes differ between the two segments.

B. You can compare a segment with the rest of your unified profiles or with another segment.

C. You can only compare one segment with another segment.

D. The lower the difference score, the more the attributes differ between the two segments.

Correct Answer: AB

Reference:

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

QUESTION 3

Your data analytics team wants to create a custom machine learning model to predict whether a customer will purchase a particular product.

You need to explain what is required for integrating a custom model with Microsoft Dynamics 36S Customer Insights. Which two requirements should you tell them? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. You need Owner or User Access Administrator permissions to the Microsoft Azure Machine Learning Workspace to use batch pipelines.

B. You need a Microsoft Azure Data Lake Gen2 storage account associated with the Azure Machine Learning Studio instance.

C. You need a model that returns at least one numeric output parameter for Dynamics 365 Customer Insights to implement predictions.

D. You can only deploy and manage the model through the Dynamics 365 Customer Insights admin user interface.

Correct Answer: CD

QUESTION 4

You are a Customer Data Platform Specialist. You completed unification and are looking to create relevant segments for your business. You want to identify insights on fields that overlap between segments. Which statement is correct about using segment overlap?

A. Audience insights will recommend which fields may be the most insightful to use for segment overlap analysis.

B. You can select up to three fields to analyze for overlap analysis when you create a new segment overlap.

C. Audience insights will automatically select the fields for overlap analysis when you create a new segment overlap.

D. You can select one or more fields to analyze for overlap analysis when you create a new segment overlap.

Correct Answer: D

Reference:

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

QUESTION 5

You are a Customer Data Platform Specialist. Your company implemented audience insights as their Customer Data Platform.

While discussing the AI possibilities of audience insights with a campaign manager, you mention that the solution can suggest segments based on the activities of a profile. The campaign manager asks you to run a suggestion based on the

sales order lines that are available in audience insights.

Which three factors will affect the segment suggestions? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. The specific activity relationship path(s).

B. The number of days since the last order line

C. The credit card or any specific attributes recorded at the order line

D. The number of order lines

E. The value of the order line

Correct Answer: BDE

Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience- insights/suggested-segments- activity

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