



MB-260^{Q&As}

Microsoft Customer Data Platform Specialist

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**QUESTION 1**

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>

QUESTION 2

DRAG DROP

As a Customer Data Platform Specialist, you set up audience insights as the new Customer Data Platform.

The product owner wants you to make sure that data sources are refreshed daily.

Which five actions should you perform in sequence? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Select and Place:



Actions

- Confirm the schedule by selecting Set, and then Save to activate the schedule.
- In audience insights, go to datasources > edit a datasource and select the Schedule tab.
- In audience insights, go to Admin > System and select the Schedule tab.
- Set your time zone, then use the Time dropdown menu to set your refresh timing.
- Set the repeat option to Daily.
- Change the toggle at the top of the screen to On.

Order

Correct Answer:

Actions

-
- In audience insights, go to datasources > edit a datasource and select the Schedule tab.
-
-
-
-

Order

- In audience insights, go to Admin > System and select the Schedule tab.
- Change the toggle at the top of the screen to On.
- Set the repeat option to Daily.
- Set your time zone, then use the Time dropdown menu to set your refresh timing.
- Confirm the schedule by selecting Set, and then Save to activate the schedule.

QUESTION 3

You have the contributor security role.

Your company has Microsoft Dynamics 365 Customer Insights set up as the Customer Data Platform solution. You transferred the management of the platform to a contractor.

The contractor must manage the existing connections without having administrator access.

Which two characteristics apply when using a connection for exports? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point

A. If the contractor is selected in the Choose who can use this connection screen, they will be able to use the connection



- B. If the contractor is given permission to use the connection, they will be able to view or edit the connection.
- C. If the contractor's permission level changes, they will have their exports removed.
- D. Users can manage every export that use connections shared with them.

Correct Answer: AD

QUESTION 4

You consult for an organization that is implementing Dynamics 365 Customer Insights for the first time.

You are creating training materials for the organization and need to create a glossary of terms.

Which definition should you add to the glossary?

- A. Tables - a configurable structure that forms the basis of the forms that compose the user interface of Dynamics 365 Customer Insights.
- B. Exports - a feature that allows ingestion of data from a wide variety of data sources external to the application.
- C. Activities - a feature that enables a user to define actions or events performed by customers or business contacts in ingested data.
- D. Predictions - a feature that predicts possible relationships between different tables you have ingested.

Correct Answer: D

QUESTION 5

Your organization is using Microsoft Power Query when connecting to data sources in Microsoft Dynamics 365 Customer Insights. You loaded eCommerce profiles to Dynamics 365 Customer Insights. The table contains a lastupdated field

that is loaded as a text field instead of a date field.

You need to fix the column format.

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

NOTE: Each correct selection is worth one point.

- A. In Power Query, edit the queries dialog, and select the lastupdated column, select the Transform tab, change Data Type to Date, and select Save
- B. In Dynamics 365 Customer Insights, select and edit the eCommerce profiles data source to open the Power Query - Edit queries dialog.
- C. In Dynamics 365 Customer Insights, select and edit eCommerce profiles data source, select the lastupdated column, select the Transform tab to change Data Type to Date, and select Save
- D. In Dynamics 365 Customer Insights, select and edit the eCommerce profiles table to open the Power Query - Edit queries dialog.



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Correct Answer: CD

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