



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

You are implementing a scheduled refresh in Microsoft Dynamics 365 Customer Insights.

You need to describe scheduled refreshes to your colleague.

Which two statements should you convey? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Scheduled refresh is unavailable in trial environments and can only be configured for production instances.
- B. To exclude a segment from a scheduled refresh, you must deactivate it before the scheduled refresh run.
- C. When you configure a refresh schedule to run daily, you must define the time zone and time when the refresh needs to run.
- D. The refresh schedule can be applied to selected data sources or specific tables within these data sources.

Correct Answer: CD

**QUESTION 3****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.

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 Area

A

B

C

Correct Answer:



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.

Answer Area

- 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.

QUESTION 4**DRAG DROP**

You are a Dynamics 365 Customer Insights system administrator for a university. The university is closed on the weekends, and the system refresh schedule is set to only run on days that the university is open.

To shorten the daily refresh, you notice that some measures could only be refreshed weekly and only need to be available at the beginning of the week.

You need to create custom refresh schedules for these measures.

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

Select **Schedule**.

In the schedule settings, select **Sunday** as the specific day.

Go to **Schedule** in the system settings and select **Edit measure refresh settings**.

Go to **Measures** and select the measures you want to schedule.

In the schedule settings, set the **Recurrence** to Weekly.

In the schedule settings, select **Monday** as the specific day.

Select **Save**.

Order

Correct Answer:

**Actions**

Select **Schedule**.

In the schedule settings, select **Sunday** as the specific day.

Order

Go to **Schedule** in the system settings and select **Edit measure refresh settings**.

Go to **Measures** and select the measures you want to schedule.

In the schedule settings, set the **Recurrence** to Weekly.

In the schedule settings, select **Monday** as the specific day.

Select **Save**.

QUESTION 5

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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