MB-260^{Q&As}

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Microsoft Customer Data Platform Specialist

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QUESTION 1

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 iastupdated 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.

Correct Answer: CD

QUESTION 2

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

Correct Answer: A

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

QUESTION 3

DRAG DROP

You are the administrator for a new Dynamics 365 Customer Insights environment at your organization.

You need to set up the Search and filter index for the first time.

What three 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:

Action

Select **Save and close**.

Go to **Customers**, select **Search & filter index** and then + **Add**.

Go to **Unify**, select **Search & filter index** and then + **New**.

Select the attributes in the list you want to add as indexed fields and select **Apply**.

Select **Run**.

Order

Correct Answer:

Action

Select **Save and close.**
Go to **Customers**, select **Search & filter index** and then **+ Add.**

Order

Go to **Unify**, select **Search & filter index** and then **+ New.**
Select the attributes in the list you want to add as indexed fields and select **Apply.**
Select **Run.**

QUESTION 4

DRAG DROP

You work for a chain of hotels, and you have created a data source catted Preference System to ingest consent data in Dynamics 365 Customer Insights in an table called Consents. The Consents table has the following attributes and data types:
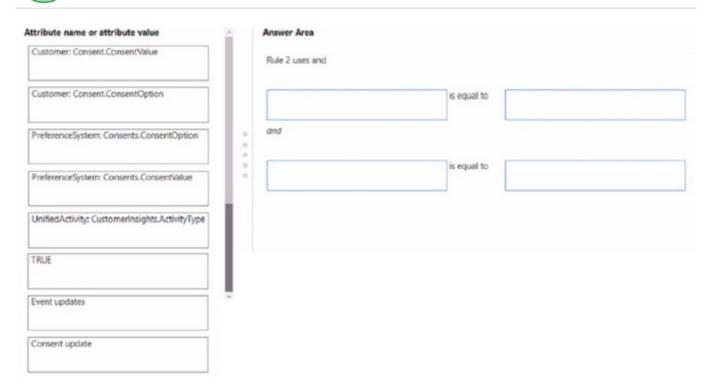
ConsentID (numeric)	EmailAddress (text)	ConsentOption (text)	ConsentValue (boolean)	LastUpdated (date)
1	holly@contoso.com	Special offers	FALSE	2022-01-17
2	holly@contoso.com	Event updates	TRUE	2022-06-11
3	frank@contoso.com	Special offers	TRUE	2022-07-15
4	frank@contoso.com	Event updates	FALSE	2022-01-05

You are creating a segment to email information on upcoming events to customers who live in the state of California and whose Average number of nights stayed value is greater than four. You have already configured the first rule in the segment as follows: Rule 1 uses and Customer: Customer Insights.\\' All records and Customer: CustomerInsightsState is equal to California and Customer_Measure: CustomerInsights.Average number of nights stayed is greater than 4 You need to configure the second rule in the segment according to your customers\\' consent preferences. This rule will be joined to the first rule with a union operator Which attribute name or attribute value corresponds to each empty parameter? To answer, drag the appropriate attenuate name or attribute value to the correct empty parameters in the answer area. Each attribute name or attenuate value may be used once, more than once, or not at all. NOTE: Each correct match is worth one point.

Select and Place:

Attribute name or attribute value

Customer: Consent.ConsentValue

Customer: Consent.ConsentOption

PreferenceSystem: Consents.ConsentOption

PreferenceSystem: Consents.ConsentValue

UnifiedActivity: CustomerInsights.ActivityType

TRUE

Event updates

Consent update

Answer Area

Rule 2 uses and

[   ] is equal to [   ]

and

[   ] is equal to [   ]

Correct Answer:

Attribute name or attribute value

Customer: Consent.ConsentValue

TRUE

Event updates

Consent update

Answer Area

Rule 2 uses and

PreferenceSystem: Consents.ConsentOption | is equal to | UnifiedActivity: CustomerInsights.ActivityType

and

Customer: Consent.ConsentOption | is equal to | PreferenceSystem: Consents.ConsentValue

QUESTION 5

DRAG DROP

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

The marketing team wants to know the total amount the customer has spent. The order lines are linked to a profile as part of the point-of-sale data source and through their loyalty ID.

Which five actions should you perform in sequence to create this insight? 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 New, and choose Build your own.

Select Edit name, and provide a Name for the measure.

In Audience Insights, go to Measures.

Select Run to calculate results for the configured measure, and save your measurements.

In the configuration area, choose MAX as the aggregation function. Select the order line entity and add the amount field.

In the configuration area, choose COUNT as the aggregation function. Select the order line entity and add the amount field.

In the configuration area, choose SUM as the aggregation function. Select the order line entity and add the amount field.

Order

Correct Answer:

Actions

In the configuration area, choose MAX as the aggregation function. Select the order line entity and add the amount field.

In the configuration area, choose COUNT as the aggregation function. Select the order line entity and add the amount field.

Order

In Audience Insights, go to Measures.

Select New, and choose Build your own.

Select Edit name, and provide a Name for the measure.

In the configuration area, choose SUM as the aggregation function. Select the order line entity and add the amount field.

Select Run to calculate results for the configured measure, and save your measurements.