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Microsoft Customer Data Platform Specialist

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QUESTION 1

You are a Customer Data Platform Specialist. You are asked to create a household cluster to group profiles that share a set of demographic data points.

Which three actions should you perform in sequence to configure a household cluster?

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	Order
On the Merge pane, click Create cluster on the top menu under Advanced.	
In "Create customer cluster" dialog, leave the default type set to Household, enter name "Household", and click Done.	
In Create customer cluster dialog, enter name "Household" and set the cluster to "Custom" in order to create a rule with prepopulated conditions.	
Modify the created cluster rule to ensure Last Name, Street Address, City, Zip Code, and State are part of the conditions, then click Done.	

Correct Answer:

Actions	Order
	On the Merge pane, click Create cluster on the top menu under Advanced.
	In "Create customer cluster" dialog, leave the default type set to Household, enter name "Household", and click Done.
In Create customer cluster dialog, enter name "Household" and set the cluster to "Custom" in order to create a rule with prepopulated conditions.	Modify the created cluster rule to ensure Last Name, Street Address, City, Zip Code, and State are part of the conditions, then click Done.

QUESTION 2

HOTSPOT

You are a Customer Data Platform Specialist. Your company has audience insights set up as their Customer Data Platform (CDP). The product owner entered a user story on your backlog to add data from the new loyalty solution into the

CDP. You defined the data source. You are ready to add the loyalty contacts to the data unification process.

Which new data entity area should you select in the Map phase of the data unification process?

Hot Area:

Answer Area

Correct Answer:

Answer Area

QUESTION 3

A company has Microsoft Dynamics 365 Customer Insights set up as the Customer Data Platform. The eCommerce application sends updates on customer purchases to Dynamics 365 Customer Insights through its real-time APIs. You

configured eCommerce purchases to show on the customer activity timeline.

A marketing user reports that eCommerce purchases for customers seem to be disappearing from the customer activity timelines over time. The marketing user also notices that segments based on eCommerce purchases are not updating.

You need to explain why this is happening.

Which two explanations should you provide? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Real-time ingested activities will not update segments on the new activity directly.

B. An additional API call is required to update a segment with real-time activity data.

C. Real-time ingested activity updates disappear after four hours by default.

D. Real-time ingested activity updates disappear after 30 days by default.

Correct Answer: BC

QUESTION 4

You are a Customer Data Platform Specialist. Your company\'s information technology department already ingested a CSV file with column names in the first row into audience insights. You are asked to clean and transform the data to get it

ready for unification.

What can you do to satisfy the requirements?

Solution: Clean the data by removing any rows with nulls and deleting any leading zeros on the primary key. Click "Next" and your data is now ready for unification.

Does this meet the goal?

A. Yes

B. No

Correct Answer: B

Reference:

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

QUESTION 5

DRAG DROP

You are reviewing the system status in Microsoft Dynamics 365 Customer Insights. You notice that different refresh processes are not successful. You need to find the step that is blocking these processes from refreshing.

Which dependency types are associated with each process? To answer, drag the appropriate dependency types to the correct processes. Each user group may be used once, more than once, or not at all. You may need to drag the split bar

between panes or scroll to view content.

NOTE: Each correct match is worth one point.

Select and Place:

Dependency Types

Depends on segment refreshes	Depends on the merge process	Depends on tables

Answer Area

Processes	Dependency Types
Search	
Profiles	
Enrichments	
Exports destinations	
Insights	

Correct Answer:

Dependency Types

Depends on segment refreshes	Depends on the merge process	Depends on tables

Answer Area

Processes	Dependency Types
Search	Depends on segment refreshes
Profiles	Depends on tables
Enrichments	Depends on segment refreshes
Exports destinations	Depends on the merge process
Insights	Depends on tables

QUESTION 6

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

Correct Answer:

Answer Area

		A	The model accurately predicted at least 5% more 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.		B	The model accurately predicted between 0-5% 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.		C	The model accurately predicted fewer 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.			

QUESTION 7

You implemented Microsoft Dynamos 365 Customer Insights as the Customer Data Platform solution. Now, you are building segments that were requested by the marketing department. One of the segments that is requested is "all customers

that made an eCommerce purchase in the last 12 months".

You need to consider the implications of building a segment that uses tables other than Customer

Which system behavior should you consider when building multi-table segments?

A. All the rules within the segment need to use the same relationship path.

B. Choosing different relationship paths can result in different numbers of segment members.

C. Dynamics 365 Customer Insights selects the most direct path when there are multiple possible relationship paths available.

D. Only activities that are related to customer profiles through relationship paths can be used.

Correct Answer: D

QUESTION 8

You need to unify the different data sources within Microsoft Dynamics 365 Customer Insights through the data unification process.

After you selected Create customer profiles on the Review step, you notice that you still need to rename a customer field.

What is the fastest way to perform the correction?

A. View the details of the running job and cancel the job. Rename the field and run the unification process again.

B. Wait for the process to finish. Refresh the page, then rename the field and run the unification process again

C. While the unification process is running, separate and recombine the Customer field. Rename it and run the unification process again.

D. Rename the field while the unification is in Refreshing status. Changes are still recorded during the current process.

Correct Answer: D

QUESTION 9

You are a Customer Data Platform Specialist. You want to add data sources that connect to data in the organization\\\'s Azure Data Lake.

You need to enable data profiling for the entity within the data source while creating it.

Which three actions should you perform in sequence to meet this requirement?

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

When creating each data source in audience insights, in the "Enable data profiling" step deselect the entity and select "cellphone" field only

Enable data profiling for cellPhone_loyalty, and cellPhone_ec after the data sources are created and the data is fully ingested from each source to audience insights

Click Save to start ingesting the data

Ensure the cellPhone_loyalty, cellPhone_ec, and cellPhone_cc data in the Azure Data Lake is in Common Data Model format

Order

Correct Answer:

Actions

Enable data profiling for cellPhone_loyalty, and cellPhone_ec
after the data sources are created and the data is fully
ingested from each source to audience insights

Order

Ensure the cellPhone_loyalty, cellPhone_ec, and cellPhone_cc
data in the Azure Data Lake is in Common Data Model format

When creating each data source in audience insights, in the
"Enable data profiling" step deselect the entity and select
"cellphone" field only

Click Save to start ingesting the data

QUESTION 10

You are a Customer Data Platform Specialist. Your company uses both audience insights and Dynamics 365 Sales. To enhance the customer information within Dynamics 365, you asked the Dynamics 365 administrators to add the audience

insights timeline as a Customer Card add-in control on the contact form.

The Dynamics 365 administrators asked you to update the company\\'s Dynamics 365 user guide and explain how

users can use the timeline.

Which action can users perform within the added customer card add-in timeline in Dynamics 365?

A. Filter the activities on the timeline.

B. Delete the activity from the timeline.

C. Edit the activity from the timeline.

D. Open the activity from the timeline.

E. Sort the activities on the timeline.

Correct Answer: A

Reference:

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

QUESTION 11

You are a Customer Data Platform Specialist. Your company operates mainly in the business-to-business (B2B) space.

The chief marketing officer (CMO) asks you to implement audience insights and ensure that it can handle the company\\'s B2B scenarios and data.

Which statement is correct when considering audience insights for business accounts versus individual consumers?

A. The out-of-the-box product recommendation prediction model is available for business accounts.

B. Data ingestion features are different for business accounts and individual customers.

C. Some enrichment types are available only for individual customer scenarios, while others are exclusively available for business accounts.

D. Business accounts and individual consumers share the same audience insights environment.

Correct Answer: C

Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/work- with-business- accounts

QUESTION 12

You are implementing Microsoft Dynamics 365 Customer Insights as the company\\'s Customer Data Platform. You set up the data sources and start the unification process.

You need to identify the primary table within the Matching conditions page. Which two criteria should you use to determine the primary table? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Choose the table that has several attributes in common with other tables.

B. Choose the table that has the most related tables.

C. Choose the Dynamics 365 contact table when this is available as the data source.

D. Choose the table with the most complete and reliable profile data about your customers.

Correct Answer: AD

QUESTION 13

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.

QUESTION 14

DRAG DROP You are a Customer Data Platform Specialist. The chief marketing officer (CMO) asked you to look at different use cases as you are implementing the Customer Insights platform. Which use case is applicable to either

audience insights or engagement insights? To answer, drag the appropriate capability to the correct use case. Each capability may be used once, more than 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:
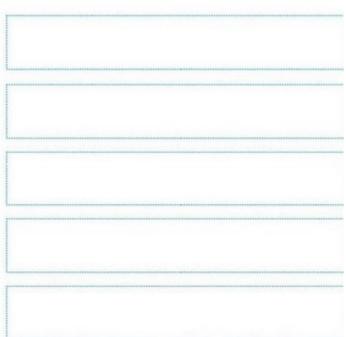
Audience Insights

Engagement Insights

Answer Area

A unified profile needs to be created from CRM customer data and sales data from the e-commerce solution.

The marketing manager wants to create segments based on suggested brand affinities from people in a similar demographic.

Customer Service needs to be able to see deep profile insights within the Dynamics 365 Customer Service application.

The company wants to collect, measure, and understand customer behavior on their website to optimize the website journey.

The sales manager wants to identify paths that customers navigate on the website before they make a purchase.

Correct Answer:

Audience Insights

Engagement Insights

Answer Area

A unified profile needs to be created from CRM customer data and sales data from the e-commerce solution.	Audience Insights
The marketing manager wants to create segments based on suggested brand affinities from people in a similar demographic.	Audience Insights
Customer Service needs to be able to see deep profile insights within the Dynamics 365 Customer Service application.	Audience Insights
The company wants to collect, measure, and understand customer behavior on their website to optimize the website journey.	Engagement Insights
The sales manager wants to identify paths that customers navigate on the website before they make a purchase.	Engagement Insights

QUESTION 15

You need to configure the out-of-the-box sentiment analysis model to run on survey response data.

Which two fields contain data that must be mapped to model input parameters? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. EventRating

B. CustomerNumber

C. ResponseDate

D. ResponseNumber

Correct Answer: C