Microsoft

MB-260 Exam

Microsoft Dynamics 365 Customer Insights (Data) Specialist

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Version: 6.1

Question: 1

DRAG DROP

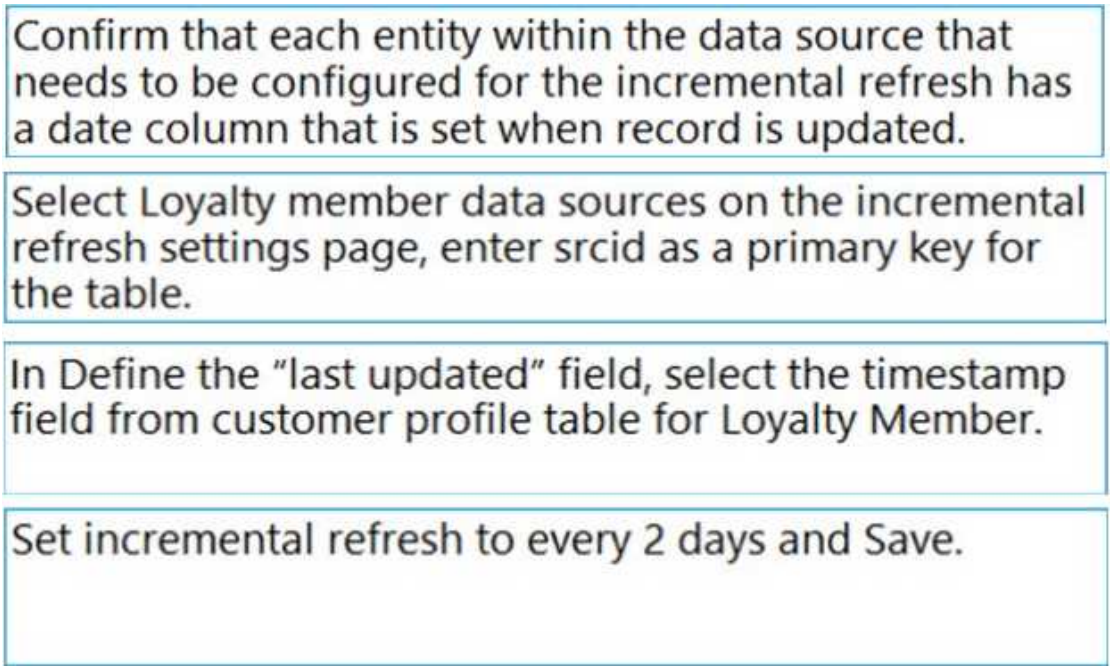
You are a Customer Data Platform Specialist. You are implementing an incremental refresh in audience insights. All the data is stored in an Azure SQL database and is ingested to audience insights using Power Query. You need to configure an incremental refresh for data sources.

Which four 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.

Actions	Order
Confirm that each entity within the data source that needs to be configured for the incremental refresh has a date column that is set when record is updated.	
In Define the "last updated" field, select the timestamp field from customer profile table for Loyalty Member.	
Select Loyalty member data sources on the incremental refresh settings page, enter lastname as a primary key for the table.	
Set incremental refresh to every 2 weeks and Save.	
Set incremental refresh to every 2 days and Save.	
Select Loyalty member data sources on the incremental refresh settings page, enter srcid as a primary key for the table.	

Answer:

Explanation:



Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/incremental-refresh-data-sources

Question: 2

You are a Customer Data Platform Specialist. The marketing team requested that customer cellphone numbers be added to the customer profile in audience insights. The customer cellphone numbers are stored in a separate table in the Azure Gen 2 Storage Account.

You decide to create the data source(s) needed in audience insights.

Which statements best describes the steps needed to ingest the required data to audience insights?

A. In audience insights, under Data, select Data Sources, add data source and select Azure data lake storage as an import method, enter name as "Loyalty Cell Phone' and enter storage account name to authenticate. Repeat the steps for other tables.

B. In audience insights, select Data Sources, add data source, enter "CellPhone" in the name field

and click Next.

C. In audience insights, add data source and select Azure data lake storage as an import method, enter "cellPhoneJoyalty1 as a data source name, and then enter the container name and method to authenticate. Repeat the same steps for other tables.

D. In audience insights, add data source and select Microsoft Dataverse as an import method, enter "CellPhoneloyalty" as a data source name.

Answer: C

Explanation:

There are three data sources containing customer profile data loaded to a dedicated storage account and container in the Azure Data Lake.

Ingesting Cell phone data- the requirement is to keep the name of the date sources aligned with the design document.

cellPhone_loyaly.csv: srcid (primary key), cellphone

Reference:

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

Question: 3

DRAG DROP

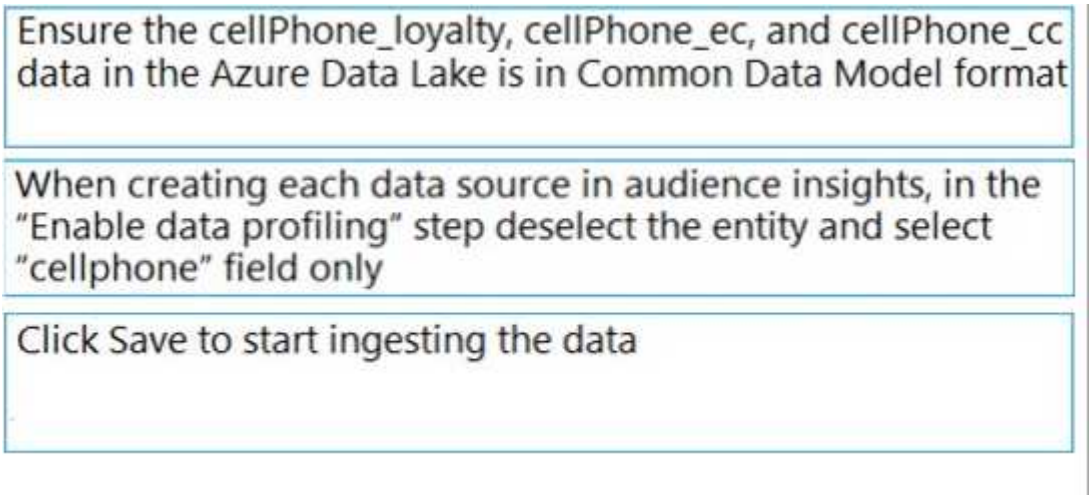
You are a Customer Data Platform Specialist. You want to add data sources that connect to data in the organization's Azure Data Lake. You need to enable data profiling for the entity within the data source while creating it.

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.

Actions	Order
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	

Answer:

Explanation:



Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/connect-common-data-model

Question: 4

You are a Customer Data Platform Specialist. The marketing team wants to send personalized marketing emails to customers, but the customer FullName attribute has not been correctly populated as part of the profile unification process.

You update the Map process to include the loyalty.member.fullname, ecom.member.fullname, and cclubcust.member.full_name fields. Then, you map the fields to the Person.FullName semantic type. Audience insights automatically merges these fields into the FullName attribute on the Merge page.

What action should you perform to make sure the merged FullName field contains the most trusted data available?

A. Edit the merged FullName field and combine fields by most recent based on timestamp in the source entity.

B. Edit the merged FullName field and combine fields by least recent based on timestamp in the source entity.

C. Separate the fields in the merged FullName field, create a new field, and add attributes in priority order.

D. Edit the merged FullName field, combine fields by importance, and manually rank the source entities.

Answer: D

Explanation:

Adding Full Name field to the unified customer record

Full Name is a merged field with the following merging policy

a. loyalty.member.fullname

b. ecom.member.fullname

c. cclubcust.csv.full_name

Reference:

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

Question: 5

DRAG DROP

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.

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.	

Answer:

Explanation:

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.

Modify the created cluster rule to ensure Last Name, Street Address, City, Zip Code, and State are part of the conditions, then click Done.

Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/merge-entities#group-profiles-into-households-or-clusters

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