Ace Microsoft MB-260 Certification with Actual Questions Nov 29, 2023 Updated [Q31-Q48

Ace Microsoft MB-260 Certification with Actual Questions Nov 29, 2023 Updated 2023 The Most Effective MB-260 with 95 Questions Answers

Microsoft MB-260 (Microsoft Customer Data Platform Specialist) exam is designed to validate a candidate's proficiency in designing, configuring, and implementing customer data platform solutions using Microsoft Dynamics 365 Customer Insights. Microsoft Customer Data Platform Specialist certification exam is essential for individuals who are looking to enhance their career prospects in the field of customer data platform solutions. It is a globally recognized certification that demonstrates a candidate's expertise and knowledge in configuring and deploying Microsoft Dynamics 365 Customer Insights.

Microsoft MB-260 exam is ideal for individuals who are looking to advance their careers in customer data management. Microsoft Customer Data Platform Specialist certification is recognized globally, which means that there are many opportunities for certified professionals to work in various industries and sectors. Additionally, the certification demonstrates that professionals have the skills and knowledge necessary to build and manage effective customer data platforms.

QUESTION 31

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.

	Answer Area	
The model accurately predicted fewer high-value customers as compared to the baseline model.	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.		

	Answer Area	
The model accurately predicted fewer high-value customers as compared to the baseline model.	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- 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 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.		

Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/predict-customer-lifetime-value

QUESTION 32

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.

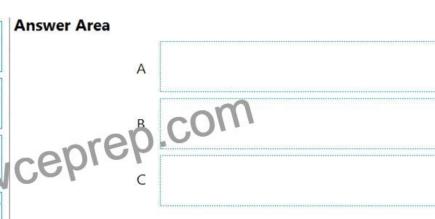|	Answer Area
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Answer Area

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.

Explanation

Graphical user interface, text, application, chat or text message Description automatically generated

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.

Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/predict-customer-lifetime-va

QUESTION 33

You are a Customer Data Platform Specialist. Audience insights users state that they are not able to quickly find details on specific customers while searching customer profiles. You explain the index and search capabilities within audience insights.

Which two statements are correct about configuring and using search and filter index capabilities? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

* You can add up to 25 custom fields to index and configure filtering for each one of the fields as an administrator.

* The only fields that are available for indexing are the ones that exist in the customer profile that you created during the data unification process.

* You can only add a filter for a specific field from the search and filter index page in audience insights.

* Users with a contributor role can add fields on the search and filter index page in audience insights and configure how many filtered records to show.

Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/search-filter-index

QUESTION 34

You are a Customer Data Platform Specialist. Your company implemented audience insights and Dynamics

365 Marketing. One of the data sources is the behavioral data from Dynamics 365 Marketing.

You are reviewing the segment requirements with the marketing team. The marketing team wants the segments to exclude people who already received a commercial email in the last seven days. The marketing team creates segments in audience insights and Dynamics 365 Marketing.

Which option is the fastest way to fulfill the requirement?

* Create single dynamic segments in both audience insights and Dynamics 365 Marketing of customers who received a commercial email in the last seven days. Users can add an except rule with contacts from that segment in other individual segments.

* Create audience insights and Dynamics 365 Marketing segment templates that include the rule of contacts that received a commercial email in the last seven days.

* Create a single dynamic segment in audience insights of customers who received a commercial email in the last seven days. Make sure the segment is exported to Dynamics 365 Marketing. Users can add an except rule with contacts from that segment in other individual segments.

* Create an audience insights quick segment that includes the rule of contacts that received a commercial email in the last seven days. Make sure the quick segment is exported to Dynamics 365 Marketing.

Reference:

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

QUESTION 35

You are a Customer Data Platform Specialist. You are implementing a scheduled refresh in audience insights.

Which two statements are correct when describing scheduled refreshes? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

* To exclude a segment from a scheduled refresh, you must deactivate it before the scheduled refresh run.

* Scheduled refresh is not available in trial environments and can only be configured for production instances.

* The refresh schedule can be applied to selected data sources or specific entities within these data sources.

* When you configure a refresh schedule to run daily, you must define the time zone and time when the refresh needs to run.

Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/segments?tabs=b2c

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/system#schedule-tab

QUESTION 36

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?
* View the details of the running job and cancel the job. Rename the field and run the unification process again.
* Wait for the process to finish. Refresh the page, then rename the field and run the unification process again
* While the unification process is running, separate and recombine the Customer field. Rename it and run the unification process again.
* Rename the field while the unification is in Refreshing status. Changes are still recorded during the current process.

QUESTION 37

Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

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 transforming the first row to be used as headers, defining column types to be appropriate field types, and naming the query. Create a full name column if it does not exist by merging the columns for the first name and last name. Click “Next” and your data is now ready for unification.

Does this meet the goal?
* Yes
* No
Reference:

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

QUESTION 38

Your team developed and integrated a batch inferencing pipeline to audience insights. This allows for a new custom machine learning (ML) model to run and deliver new insights to your unified profiles dat

a. Your team is manually running the custom machine learning workflows.

Which statement is correct about allowing your workflow to run automatically with every scheduled refresh?

* You can configure scheduled refreshes for audience insights from Azure ML where you developed the custom ML model.
* Your team can set up scheduled refreshes that allow your workflow to run automatically.
* Your team needs to manually trigger your custom machine learning workflows.
* Scheduled refreshes are not supported for custom machine learning models that are connected to audience insights.
Reference:

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

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/system#schedule-tab

QUESTION 39

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https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/system#schedule-tab

QUESTION 40

Your organizations IT team created the customer profile records by unifying the Account, Contact, and Web Account tables. After unification was completed, the team noticed that three relationships were created automatically.

1. CustomerToContact

2. CustomerToAccount

3. CustomerToWebAccount

You need to advise the team about how they can configure and update these three relationships.

What should you recommend?
* You cannot edit any of the three relationships, as they are non-editable system relationships.
* Relationships created via the unification process can be edited by those with contributor-level access.
* Relationships created via the unification process can only be edited by those with administrator-level access.
* You can edit each of the three relationships by navigating to the Relationship tab and selecting Edit

QUESTION 41

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.

Actions

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

Actions

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

Reference:

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

QUESTION 42

Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique

solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

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 remove any special characters in header, defining column types to be appropriate field types, remove any rows with missing primary key, and name the query. Create a full name and full address columns by merging the appropriate columns if they exist. Click “Next” and your data is now ready for unification.

Does this meet the goal?
* Yes
* No
Reference:

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

QUESTION 43

You recently configured a customer lifetime value (CIV) model.

You need to explain the training model performance to the marketing manager.

Which definition applies to each training model performance grade? To answer, drag the appropriate definitions to the correct grade values. 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.

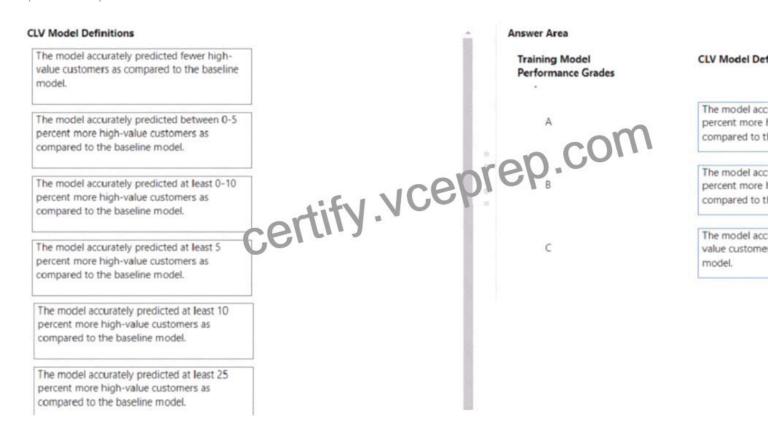NOTE: Each correct match is worth one point.

CLV Model Definitions

The model accurately predicted fewer high-value customers as compared to the baseline model.

The model accurately predicted between 0-5 percent more high-value customers as compared to the baseline model.

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

The model accurately predicted at least 5 percent more high-value customers as compared to the baseline model.

The model accurately predicted at least 10 percent more high-value customers as compared to the baseline model.

The model accurately predicted at least 25 percent more high-value customers as compared to the baseline model.

Answer Area

Training Model Performance Grades

A

B

C

CLV Model Defi

CLV Model Definitions

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The model accurately predicted at least 10 percent more high-value customers as compared to the baseline model.

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Answer Area

Training Model Performance Grades

A

B

C

CLV Model Defi

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The model accu value customer model.

Explanation

CLV Model Definitions

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Answer Area

Training Model Performance Grades

A

B

C

CLV Model Def

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QUESTION 44

You are a Customer Data Platform Specialist. You need to create an additional audience insights environment based on the existing configuration in the development environment.

Which two statements are correct when creating an additional environment with limited amount of required configuration? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.
* In Type select Trial, Region, and click next to connect to the Azure Data Lake Storage Account.
* In the Create New Environment dialog window, enter *UAT1″ name. Check Copy from exiting environment and select “Dev° from the option set.
* In the Create New Environment dialog window, enter *UATT name. Check Copy from exiting environment, and select DEV1 from the list.
* In Type select Sandbox, Region, and click next to connect to the Azure Data Lake Storage Account.
Creating a sandbox environment that mirrors the current development environment

Create a sandbox environment called UAT1 and copy configurations from env. “DEV1”.

– Note: there is also an exiting environment called “Dev” and it is not configured correctly and should not be copied

QUESTION 45

You are a Customer Data Platform Specialist. You completed an initial implementation of audience insights. The marketing team

wants to send a survey to customers. The survey will determine their interest in several new services that your company may begin offering.

The marketing team will use a new survey website that can provide the results in a format that allows you to perform a custom SFTP import without going through the data unification process.

How can you display the levels of interest a customer has in each new service to users in Dynamics 365 Sales?
* Configure an export to Dynamics 365 Sales, and add the fields to the contact form.
* Enable the Customer Card Add-in. and add the timeline control to the contact form.
* Create a Power Bl report that queries the activity timeline, and embed it on the contact form.
* Enable the Customer Card Add-in. and add the enrichment control to the contact form.
Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/customer-card-add-in

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/enrichment-sftp-custom-import

QUESTION 46

You are a Customer Data Platform Specialist. The sales team asks you for an update on its requirement to be able to create a marketing list in Dynamics 365 Sales from audience insights data.

Which validation is necessary to satisfy the sales team’s requirement?
* Validate ecom_email field is part of the Customer entity profile, and it is not merged with any other email from a different source.
* Validate loyalty_email field is part of the unified customer entity profile, and it is not merged with any other email from a different source.
* Validate email field is part of the Loyalty Member entity and can be used as a filter when building a segment for export to Dynamics 365 Sales
* Validate all contacts ingested from Dynamics 365 Sales are included in the segment and the proper filter is applied.
Explanation

Ability to use segments from the audience insights to generate marketing lists:

The Sales team needs to generate a marketing campaign based on segment of customers who have a Loyalty email. (loyalty.email)

QUESTION 47

You need to populate a marketing list in Dynamics 365 Sales with all the members of a segment in Microsoft Dynamics 365 Customer Insights. Which two conditions must be met? Each correct answer presents part of the solution. NOTE: Each correct selection is worth one point.
* The email addresses of contacts in Dynamics 365 Sales must match the corresponding unified customer profile email address field in Dynamics 365 Customer Insights.
* The segment in Dynamics 365 Customer Insights cannot contain more than 100,000 members.
* Sales team members must be assigned a role in Dynamics 365 Customer Insights to access the marketing list that is created in Dynamics 365
* Dynamics 365 Sales Contacts must be ingested into Dynamics 365 Customer Insights as a data source and included in the unified customer profile.

QUESTION 48

Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals Some question sets might have more than one correct solution, while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

You are responsible for creating segments for your company’s marketing team using Microsoft Dynamics 365 Customer Insights.

Your Chief Marketing Officer (CMO) wants to run a re-engagement campaign for customers that have a high probability of no longer purchasing your organization’s products in the next three months.

The CMO asks you to use Dynamics 365 Customer Insights to generate a segment of customers that would meet this requirement.

Solution: ‘

1. Generate a Customer Lifetime Value model for the next three months.

2. On the results page, review the model results to identify the characteristics of the lowest “Value of customers by percentile” group.

3. Create a segment using the CLVSore field and a Lesser than operator for the upper bounds value of the group you identified.

Does this meet the goal?
* Yes
* No

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