

MB-260^{Q&As}

Microsoft Customer Data Platform Specialist

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QUESTION 1

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 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 changing columns with numbers to integer number format, which includes fields such as price, number of purchases, and postal code. You should convert primary key to integer number field if it contains only

numbers. 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 2

You are a Customer Data Platform Specialist. You completed unification and are looking to create relevant segments for your business. You want to identify insights on fields that overlap between segments. Which statement is correct about using segment overlap?

A. Audience insights will recommend which fields may be the most insightful to use for segment overlap analysis.

B. You can select up to three fields to analyze for overlap analysis when you create a new segment overlap.

C. Audience insights will automatically select the fields for overlap analysis when you create a new segment overlap.

D. You can select one or more fields to analyze for overlap analysis when you create a new segment overlap.

Correct Answer: D

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/segment-insights>

QUESTION 3

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

Select and Place:

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.	

Correct Answer:

Actions

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.

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.
Select Loyalty member data sources on the incremental refresh settings page, enter srcid as a primary key for the table.
In Define the "last updated" field, select the timestamp field from customer profile table for Loyalty Member.
Set incremental refresh to every 2 days and Save.

QUESTION 4

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.

- A. To exclude a segment from a scheduled refresh, you must deactivate it before the scheduled refresh run.
- B. Scheduled refresh is not available in trial environments and can only be configured for production instances.
- C. The refresh schedule can be applied to selected data sources or specific entities within these data sources.
- D. When you configure a refresh schedule to run daily, you must define the time zone and time when the refresh needs to run.

Correct Answer: AD

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 5

You are a Customer Data Platform Specialist. You completed all the steps in the match phase of the data unification process in the audience insights. You need to review and validate your match results.

Which three metrics are available for you to validate the results? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Unique matched records
- B. Matched records only
- C. Matched and non-matched records
- D. Unique source records
- E. All source records

Correct Answer: BCD

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/match-entities>

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