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## 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 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 2**

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?

A. 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.

B. 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.

C. 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.

D. 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.

Correct Answer: C

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

**QUESTION 3**

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.

A. In Type select Trial, Region, and click next to connect to the Azure Data Lake Storage Account.

B. In the Create New Environment dialog window, enter *UAT1" name. Check Copy from exiting environment and select "Dev° from the option set.

C. In the Create New Environment dialog window, enter *UATT name. Check Copy from exiting environment, and select DEV1 from the list.

D. In Type select Sandbox, Region, and click next to connect to the Azure Data Lake Storage Account.

Correct Answer: CD

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 4**

You are a Customer Data Platform Specialist. Your information technology (IT) team created the customer profile records by unifying the Account, Contact, and Web Account tables. After unification was complete, the team noticed that three relationships were created automatically (CustomerToContact, CustomerToAccount and CustomerToWebAccount). The team needs to know how they can configure and update these three relationships.

What feedback should you provide?

A. Relationships created via the unification process can be edited by those with contributor- level access.

B. You can edit each of the three relationships by clicking into the Relationship tab and selecting edit.

C. You cannot edit any of the three relationships, as they are non-editable system relationships.

D. Relationships created via the unification process can only be edited by those with administrator-level access.

Correct Answer: C

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

**QUESTION 5**

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

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