# MB-260 Q&As

Microsoft Customer Data Platform Specialist

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**QUESTION 1**

You are a Customer Data Platform Specialist. Your organization recently implemented audience insights. You need to create a measure using the `Average Transaction Value\\' template to track the average spent by a customer.

As part of the process of creating the measure, you need to add data and map it to the data from the Unified Activity entity.

When you are setting up the measure, which two steps should you perform to complete this task? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Choose the attribute representing the Transaction value from the Unified Customer entity.

B. Choose the attribute representing the Transaction value from the Unified Activity entity.

C. Choose an activity type and select the entity with transactional data.

D. Choose either the Account or Contact entity to get the related transactional data.

Correct Answer: BC

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

**QUESTION 2**

You are a Customer Data Platform Specialist. Your organization is using Power Query when connecting to Data Sources in audience insights. You need to load eCommerce Contacts to audience insights. Which statement about loading data to audience insights using Power Query is correct?

A. You must create a separate Power Query data source for each entity you wish to ingest.

B. Power Query automatically recognizes header rows in files when you use the Text/CSV connector.

C. After you save a Power Query data source, you have to manually trigger the initial refresh process.

D. You can add additional entities to the data source using Get Data functionality in the Power Query.

Correct Answer: D

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

**QUESTION 3**

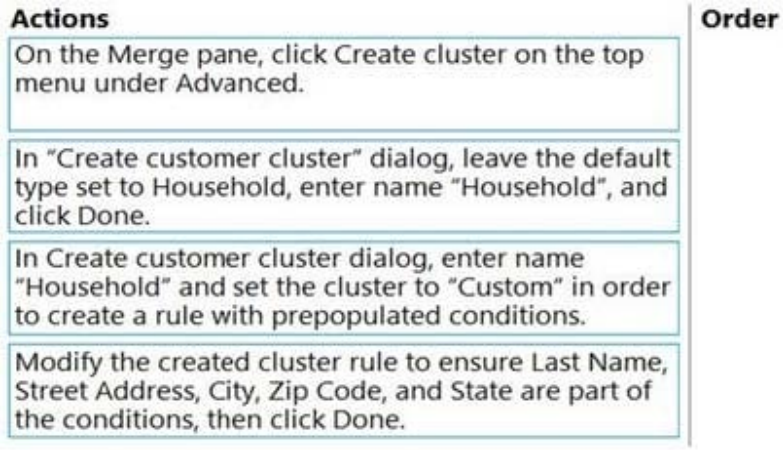
DRAG DROP

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

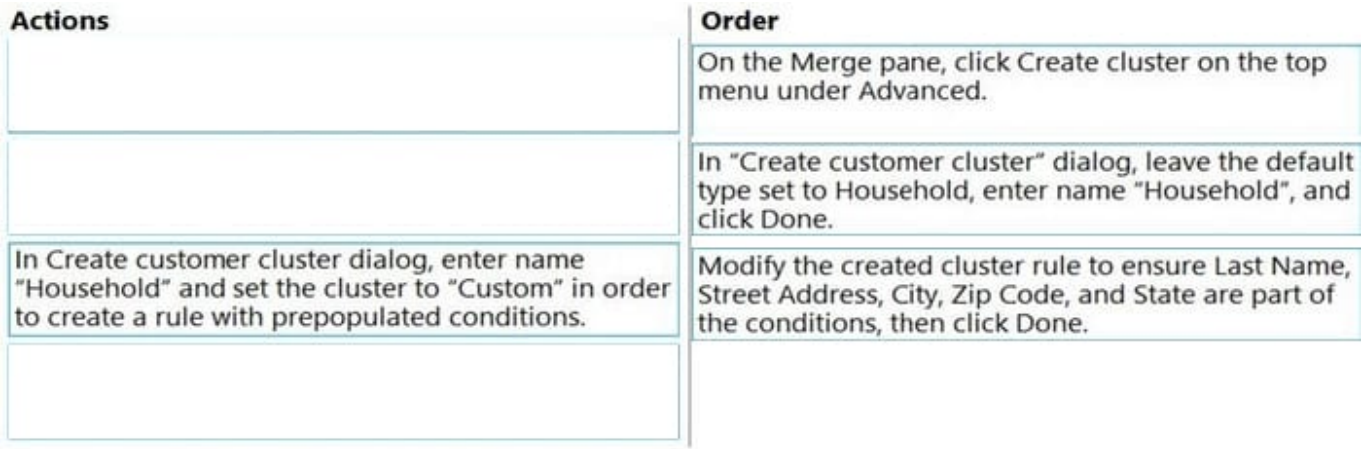
Which three actions should you perform in sequence to configure a household cluster?

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:




Correct Answer:




**QUESTION 4**

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 data. 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?

A. You can configure scheduled refreshes for audience insights from Azure ML where you developed the custom ML model.

B. Your team can set up scheduled refreshes that allow your workflow to run automatically.

C. Your team needs to manually trigger your custom machine learning workflows.

D. Scheduled refreshes are not supported for custom machine learning models that are connected to audience insights.

Correct Answer: B

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 5**

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?

A. Configure an export to Dynamics 365 Sales, and add the fields to the contact form.

B. Enable the Customer Card Add-in. and add the timeline control to the contact form.

C. Create a Power BI report that queries the activity timeline, and embed it on the contact form.

D. Enable the Customer Card Add-in. and add the enrichment control to the contact form.

Correct Answer: D

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

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