MB-260^{Q&As}

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Microsoft Customer Data Platform Specialist

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QUESTION 1

You are a Customer Data Platform Specialist. Some of the data your company stores need to adhere to strict organization compliance and security when establishing connections and exports. Your information technology department tells you that you must use a dedicated Azure key vault with your audience insights environment to help the organization meet its compliance requirements. The dedicated key vault will be used to stage and use secrets in an organization\\\'s compliance boundary.

Which two statements are true about using audience insights and Azure Key Vault to store the secrets for each of the connections set up?

NOTE: Each correct selection is worth one point.

A. You must have administrator role in audience insights.

B. The key vault must have Key Vault firewall enabled.

C. The key vault is in the same Azure location as the audience insights environment.

D. Audience insights can write secrets or overwrite secrets into the key vault.

Correct Answer: AC

Reference: https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/use-azure-key-vault

QUESTION 2

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 3

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?

A. Yes

B. No

Correct Answer: A

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

QUESTION 4

You are a Customer Data Platform Specialist. You need to create relationships to connect entities so that they can be further used in defining segments and measures by the marketing team.

Which three relationship types are available in audience insights? Each correct answer presents a complete solution. NOTE: Each correct selection is worth one point.

A. Non-editable system relationships, created by the system as part of the data unification process

B. Non-editable system relationships, which are created automatically from ingesting data sources

C. Editable inherited relationships, created by the system as part of the data unification process

D. Editable custom relationships, created and configured by users

E. Non-editable inherited relationships, which are created automatically from ingesting data sources

Correct Answer: ADE

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

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QUESTION 5

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

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