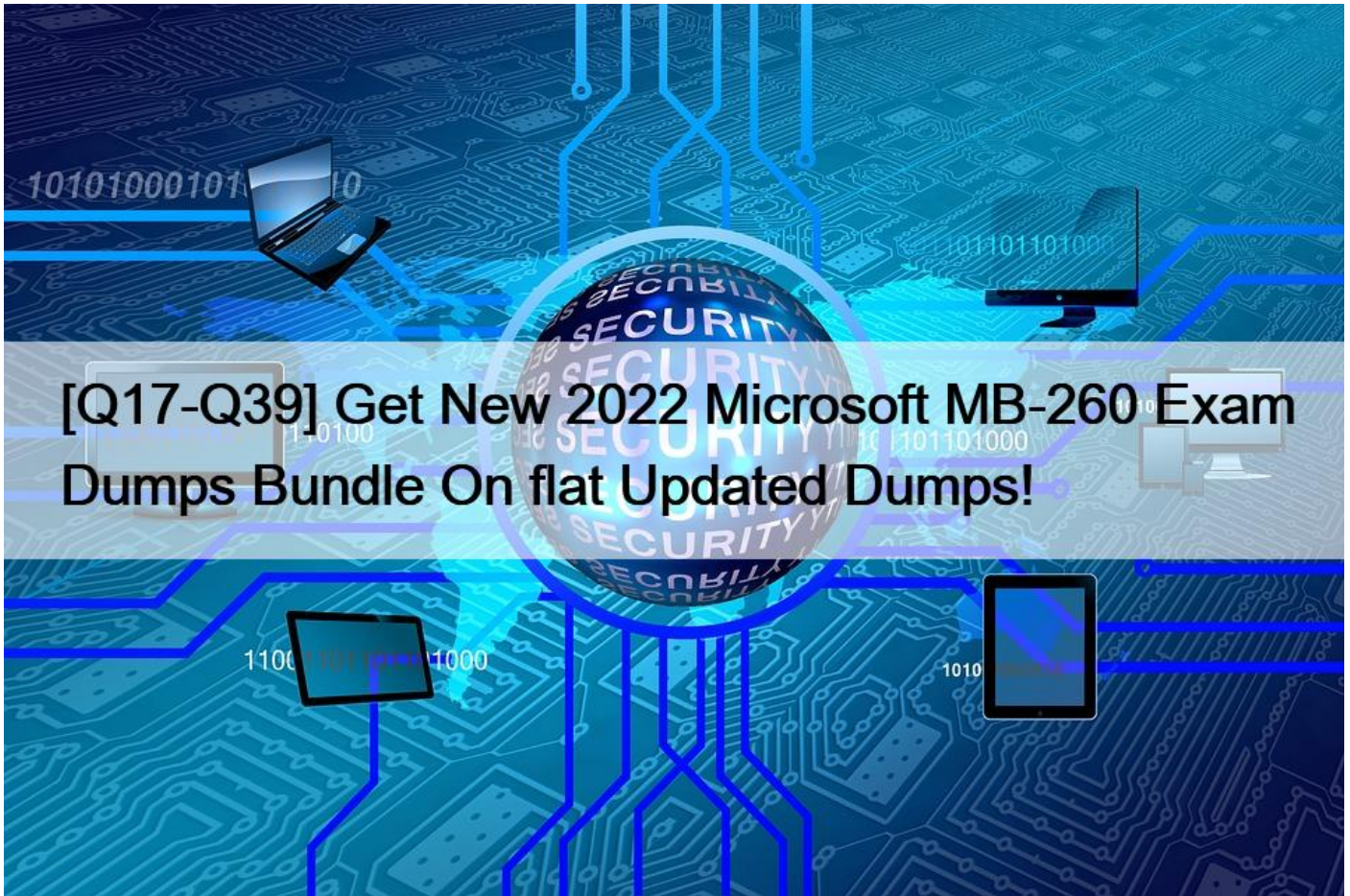# [Q17-Q39 Get New 2022 Microsoft MB-260 Exam Dumps Bundle On flat Updated Dumps!

Get New 2022 Microsoft exam MB-260 Dumps Bundle On flat Updated Dumps!

Full MB-260 Practice Test and 50 unique questions with explanations waiting just for you, get it now! Q17. You are a Customer Data Platform Specialist. You are configuring a workflow for a custom model using an Azure Machine Learning batch pipeline. Configuring this type of model requires different parameters than Machine Learning Studio (Classic) models.

Which two configuration parameters are required specifically for Azure Machine Learning batch pipelines? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

* Output data store path
* Output data store parameter name
* Web service that contains your model
* Entity name
Reference:

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

Q18. 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

Q19. You are a Customer Data Platform Specialist. You successfully installed the Customer Card Add-in and the required add-in control in Dynamics 365 Sales app. You need to show customer enrichment data from audience insights in the Dynamics 365 Sales application.

Which two statements must be true for you to show the required data on a Customer Card Add-in control? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.
* Customer details control is successfully installed and added to the Contact form.
* Active enrichment is applied to customer profiles.
* Contacts from Dynamics 365 Sales are included in the audience insights unification process.
* Measure Control is successfully installed and added to the Contact form.
Reference:

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

Q20. You are a Customer Data Platform Specialist. You already have a few existing production environments for audience insights. You were given a new production environment.

Which two statements are correct about creating a new production environment when other environments already exist? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.
* Data source credentials can be copied from an existing environment to a new production environment.
* You must log out of one environment to access new environments that are on the same tenant.
* When you create a new production environment, you can choose to copy the configuration from an existing environment.
* You can select the Environment control in the upper-right corner of the page to change environments.
Reference:

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

Q21. You are a Customer Data Platform Specialist. Your company uses audience insights as their Customer Data Platform.

The marketing team wants to know the total amount the customer has spent. The order lines are linked to a profile as part of the point-of-sale data source and through their loyalty ID.

Which five actions should you perform in sequence to create this insight? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Actions	Order
Select New, and choose Build your own.	
Select Edit name, and provide a Name for the measure.	
In Audience Insights, go to Measures.	
Select Run to calculate results for the configured measure, and save your measurements.	
In the configuration area, choose MAX as the aggregation function. Select the order line entity and add the amount field.	
In the configuration area, choose COUNT as the aggregation function. Select the order line entity and add the amount field.	
In the configuration area, choose SUM as the aggregation function. Select the order line entity and add the amount field.	

Actions	Order
Select New, and choose Build your own.	In Audience Insights, go to Measures.
Select Edit name, and provide a Name for the measure.	Select New and choose Build your own.
In Audience Insights, go to Measures.	Select Edit name, and provide a Name for the measu
Select Run to calculate results for the configured measure, and save your measurements.	In the configuration area, choose SUM as the aggreg function. Select the order line entity and add the am
In the configuration area, choose MAX as the aggregation function. Select the order line entity and add the amount field.	Select Run to calculate results for the configured me save your measurements.
In the configuration area, choose COUNT as the aggregation function. Select the order line entity and add the amount field.	
In the configuration area, choose SUM as the aggregation function. Select the order line entity and add the amount field.	

Reference:

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

Q22. You are a Customer Data Platform Specialist. Your company uses both audience insights and Dynamics 365 Sales. To enhance

the customer information within Dynamics 365, you asked the Dynamics 365 administrators to add the audience insights timeline as a Customer Card add-in control on the contact form.

The Dynamics 365 administrators asked you to update the company’s Dynamics 365 user guide and explain how users can use the timeline.

Which action can users perform within the added customer card add-in timeline in Dynamics 365?
* Filter the activities on the timeline.
* Delete the activity from the timeline.
* Edit the activity from the timeline.
* Open the activity from the timeline.
* Sort the activities on the timeline.
Reference:

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

Q23. 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.	
The model accurately predicted at least 10% 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 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.		
The model accurately predicted at least 10% 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.
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.	C	The model accurately predicted fewer 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

Q24. 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

Q25. 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

Q26. 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.

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.	

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.	Confirm that each entity within the needs to be configured for the incr a date column that is set when reco
In Define the "last updated" field, select the timestamp field from customer profile table for Loyalty Member.	Select Loyalty member data source refresh settings page, enter lastnam for the table.
Select Loyalty member data sources on the incremental refresh settings page, enter lastname as a primary key for the table.	In Define the "last updated" field, se field from customer profile table fo
Set incremental refresh to every 2 weeks and Save.	Set incremental refresh to every 2 d
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.	

Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/incremental-refresh-data-sources

Q27. 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.
* Choose the attribute representing the Transaction value from the Unified Customer entity.
* Choose the attribute representing the Transaction value from the Unified Activity entity.
* Choose an activity type and select the entity with transactional data.
* Choose either the Account or Contact entity to get the related transactional data.
Reference:

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

Q28. 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.
* You must have administrator role in audience insights.
* The key vault must have Key Vault firewall enabled.
* The key vault is in the same Azure location as the audience insights environment.
* Audience insights can write secrets or overwrite secrets into the key vault.
Reference:

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

Topic 1, Adventure Works

General Overview

AdventureWorks Cycles is a bicycle retailer with a few locations in the Midwest region. The AdventureWorks Cycles business model supports both in store purchases as well as online orders. In addition to offering a wide variety of bicycles, the company sells clothing, performance nutrition supplements, bicycle parts as well as bicycle fitting and repair services. The customer base varies from professional cyclists, individual leisure riders to families. The business experienced unprecedented growth of over 2000% during the pandemic bringing a total number of customers to 10,000. The company decided to invest in Microsoft Dynamics 365 Customer Insights and Dynamics 365 Sales App to unify customer data and improve sales.

Data Source

AdventureWorks Cycles uses Customer Insights to connect to data from three different sources to generate a unified customer record. The data ingestion has been done for the initial data load. There are three data sources containing customer profile data loaded to a dedicated storage account and container in the Azure Data Lake:

Loyalty data source: This data source contains customer profile information from in-store purchases.

– loyalty.member.csv: srcid (primary key), firstname, lastname, middlename, fullname, addressstreet, loyalty_email, city, zipcode, state, homephone, datecreated, timestamp

Ecommerce Data source: This data source contains customer profile information from online purchases.

– ecom.member.csv: ecid (primary key), firstname, last name, fullname, email, homephone, streetaddress, city, zip, state, datecreated, timestamp

Cycling Clubs Data Source: This data source contains customer profile information for members of Cycling clubs.

– cclubcust.csv: ccid (primary key) firstname, lastname, full_name, email, main phone, streetaddress1, city, zip_code, state, datecreated, datecreated, timestamp

The Loyalty data source contains the largest and most trusted dataset. It is considered the Primary Source followed by Ecommerce and Cycling Clubs Data Sources.

All three data sources share common customer demographics. Map, Match, and Merge (M3) rules within audience insights are applied accordingly to generate a unified customer record.

Additionally, there are three data sources that contain customer cellphone numbers for Loyalty, Ecommerce, and Cycling Club data sources that have been loaded to the Azure Data Lake but have not been ingested into audience insights.

cellPhone_loyaly.csv: srcid (primary key), cellphone

cellPhone_ec.csv: ecid (primary key), cellphone

cellPhone_cc.csv: ccid (primary key), cellphone

Pain Points

The AdventureWorks Cycles leadership team identified several pain points that need to be addressed immediately to support current growth and ensure customer satisfaction.

Lack of strategy for refreshing the customer data in the audience insights. There is a considerable effort needed to build pipelines to flow the incremental data updates into the Azure Data Lake so it can be ingested and processed in audience insights.

Customer Service reps cannot search for customers efficiently in audience insights which affects the customer satisfaction. Also, they do not have valid cell phone numbers for customers since it is not part of the profile.

The Sales team uses the Dynamics 365 Sales app but are not able to use segments generated in audience insights to generate marketing lists.

Marketing campaigns often sound redundant and inefficient as the same messaging is being sent to multiple members of the same household.

The Marketing team cannot create fully personalized communications due to missing Full Name in the unified customer record.

The test team is complaining that they do not have a dedicated UAT environment where they can test features before they are deployed to production.

Project Goals

Create a strategy to implement incremental data refresh in prod audience insights that reads data from Azure Data Lake Gen 2. In parallel configure incremental refresh in one of the non-production audience insights where all the data sources are available, loaded from Azure SQL database, through Power Query to audience insights instance. This will allow some testing of the incremental refresh functionality to be completed while the long-term strategy is being finalized.

Implement necessary changes to address the remaining pain points identified during the Leadership Team meeting.

Detailed Requirements

Pain Points

Configuring incremental refreshes for all customer data profiles as follows:

– Incremental data refresh should be configured for member tables only

– Timestamp data and time field should be used by the system to check when the record was last updated

– All three tables should be refreshed every two days

Adding additional data sources and search fields to audience insights

– Ingesting Cell phone data- the requirement is to keep the name of the date sources aligned with the design document. See section 1 for more details.

– Furthermore, to get a quick snapshot of the quality of data, data profiling should be enabled for the phone fields only

– The following fields from the unified customer record should be added to index: Last Name, Full Name, Email, Cell Phone, Street Address, DOB

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)

Ability to group customer profiles into a household cluster for purpose of generating targeted marketing communication

– A household cluster is defined as customers who share Last Name, Street Address, City, Zip Code and State

Adding Full Name field to the unified customer record

– Full Name is a merged field with the following merging policy

a. loyalty.member.fullname

b. ecom.member.fullname

c. cclubcust.csv.full_name

Creating a sandbox environment that mirrors the current development environment

– Create a sandbox environment called UAT1 and copy configurations from env. "DEV1".

a. Note: there is also an exiting environment called "Dev" and it is not configured correctly and should not be copied

Q29. 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-marketing

Q30. You are a Customer Data Platform Specialist. Your organization is using the Dynamics 365 Customer Insights as the Customer Data Platform.

Your marketing team wants to explore the suggested segments feature and create a segment based on measures.

Which four steps should be performed in sequence to achieve this goal? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Steps	Order
Create a copy of the newly created suggestion in Segments.	
Choose a measure as the influencing attribute.	
Choose a measure as the primary attribute.	
Select the influencing attributes and save.	
Save the generated suggestion as a segment.	
Get new suggestions from the Suggestions (preview) tab in Segments.	

Steps

Create a copy of the newly created suggestion in Segments.
Choose a measure as the influencing attribute.
Choose a measure as the primary attribute.
Select the influencing attributes and save.
Save the generated suggestion as a segment.
Get new suggestions from the Suggestions (preview) tab in Segments.

Order

Get new suggestions from the Suggestions (preview) tab in Segments.
Choose a measure as the primary attribut
Select the influencing attributes and save.
Save the generated suggestion as a segm

Reference:

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

Q31. You are a Customer Data Platform Specialist. Your company’s information technology team wants to use the out-of-the-box customer lifetime value (CLV) machine learning (ML) capabilities that come with audience insights, but the team has some concerns about the suitability of their dat

a. You need to confirm if their research about data requirements is correct.

Which two statements are correct about the data characteristic requirements for configuring the CLV ML model? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.
* There should be at least two to three transactions per customer ID. preferably across multiple dates.
* There should be at least 100.000 unique customers to perform the CLV model.
* There should be preferably two to three years of transactional data to predict CLV for one year.
* The CLV model will not run if there is any missing data in the fields.
Reference:

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

Q32. You are a Customer Data Platform Specialist. You are creating a new measure for business accounts (B2B) in audience insights.

One of the requirements for the new business-level measure is to add a dimension of the city for each business account.

What is needed to ensure that this measure is created as a business-level measure instead of a customer-level measure?
* Use the default “CustomerlD* dimension when creating the measure.

* Use the default “AccountID” dimension when creating the measure.
* Remove the default “AccountlD” dimension when creating the measure.
* Remove the default “CustomerlD* dimension when creating the measure.
Reference:

https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/measures?tabs=b2b

Q33. 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?
* Yes
* No
Reference:

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

Q34. 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?
* Yes
* No
Reference:

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

Q35. You are a Customer Data Platform Specialist. Your marketing team is in the process of mapping entities and attributes in the data unification process of audience insights. You are assisting them with completing this task.

Which two statements correctly describe how audience insights handles the mapping of semantic types for entity attributes? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.
* Attributes that are automatically mapped to a semantic type cannot be remapped to a custom semantic type.
* Attributes must be mapped to the semantic type of ID in order to be used as a primary key for the entity.
* The ‘Define the data in the unmapped fields’ section shows attributes that are not automatically mapped to a semantic type.
* The ‘Review mapped fields’ section shows all attributes for which a semantic type is automatically identified.
Reference:

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

Q36. 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.
* Unique matched records
* Matched records only
* Matched and non-matched records
* Unique source records
* All source records
Reference:

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

Reduce Your Chance of Failure in MB-260 Exam:
https://www.examcollectionpass.com/Microsoft/MB-260-practice-exam-dumps.html