



Free Questions for MB-260 by certsinside

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Question 1

Question Type: MultipleChoice

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?

Options:

- 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.

Answer:

C

Explanation:

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

Question 2

Question Type: DragDrop

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.

The model accurately predicted fewer high-value customers as compared to the baseline model.

Answer Area

A

The model accurately predicted at least 0-10% more high-value customers as compared to the baseline model.

B

Explanation:

The model accurately predicted at least 10% more high-value customers as compared to the baseline model.

C

The model accurately predicted between 0-5% more high-value customers as compared to the baseline model.

Question 3

The model accurately predicted at least 5% more high-value customers as compared to the baseline model.

Question Type: Multiple Choice

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.

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

Options:

- A- Output data store path
- B- Output data store parameter name
- C- Web service that contains your model
- D- Entity name

Answer:

B, D

Explanation:

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

Question 4

Question Type: MultipleChoice

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 dat

a. 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?

Options:

- 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.

Answer:

B

Explanation:

<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

Question Type: MultipleChoice

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 data.

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.

Options:

- A-** There should be at least two to three transactions per customer ID, preferably across multiple dates.
- B-** There should be at least 100,000 unique customers to perform the CLV model.
- C-** There should be preferably two to three years of transactional data to predict CLV for one year.
- D-** The CLV model will not run if there is any missing data in the fields.

Answer:

A, C

Explanation:

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

Question 6

Question Type: MultipleChoice

You are a Customer Data Platform Specialist. Audience insights users state that they are not able to quickly find details on specific customers while searching customer profiles. You explain the index and search capabilities within audience insights.

Which two statements are correct about configuring and using search and filter index capabilities? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

Options:

- A-** You can add up to 25 custom fields to index and configure filtering for each one of the fields as an administrator.
- B-** The only fields that are available for indexing are the ones that exist in the customer profile that you created during the data unification process.
- C-** You can only add a filter for a specific field from the search and filter index page in audience insights.
- D-** Users with a contributor role can add fields on the search and filter index page in audience insights and configure how many filtered records to show.

Answer:

B, C

Explanation:

<https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/search-filter-index>

Question 7

Question Type: MultipleChoice

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?

Options:

- 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.

Answer:

C

Explanation:

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

Question 8

Question Type: MultipleChoice

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?

Options:

A- Yes

B- No

Answer:

B

Explanation:

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

Question 9

Question Type: MultipleChoice

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?

Options:

A- Yes

B- No

Answer:

A

Explanation:

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

Question 10

Question Type: MultipleChoice

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 (IT) has a CSV file stored on one of their Shared Documents folder within their SharePoint sites which they have ingested into audience insights. The file contains a row header with some special characters, columns of different types (quantities, prices, etc.), and some rows with a high proportion of nulls and missing primary keys. You have been asked to clean and transform the data in audience insights to be ready for unification.

What should you do?

Solution: Clean the data by transforming the first row to be used as headers and remove any special characters in header, defining column types to be appropriate field types, remove any rows with missing primary key, and name the query. Create a full name and full address columns by merging the appropriate columns if they exist. Click "Next" and your data is now ready for unification.

Does this meet the goal?

Options:

A- Yes

B- No

Answer:

B

Explanation:

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

Question 11

Question Type: MultipleChoice

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 (IT) has a CSV file stored on one of their Shared Documents folder within their SharePoint sites which they have ingested into audience insights. The file contains a row header with some special characters, columns of different types (quantities, prices, etc.), and some rows with a high proportion of nulls and missing primary keys. You have been asked to clean and transform the data in audience insights to be ready for unification.

What should you do?

Solution: Clean the data by transforming the first row to be used as headers and removing special characters and spaces from header row, defining column types to be appropriate field types, remove rows with missing primary keys, and name the query. Click "Next" and your data is now ready for unification.

Does this meet the goal?

Options:

A- Yes

B- No

Answer:

A

Explanation:

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

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