Free Questions for MB-260

Shared by Mclaughlin on 04-10-2024

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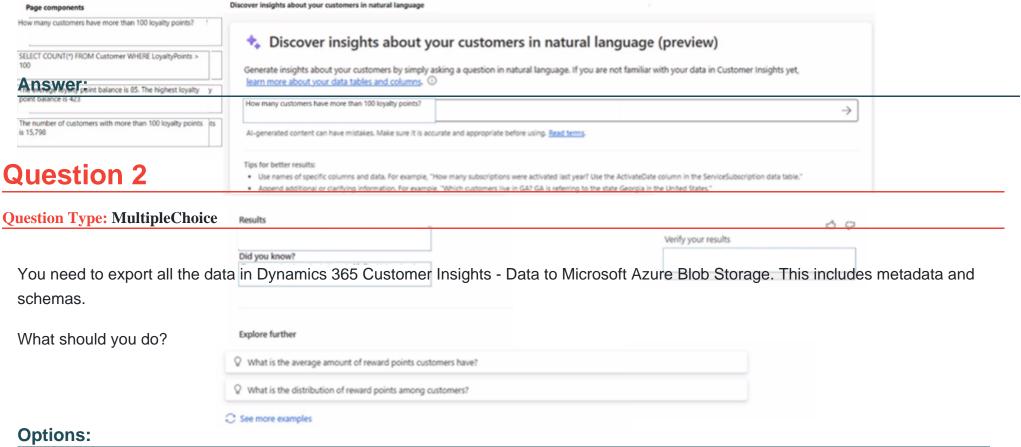# Question 1

You use Dynamics 365 Customer Insights - Data to generate insights about your customers.

You need to discover insights about your customers in natural language.

Which information can you use in each of the four key page components? To answer, move the appropriate component to the correct area in the 'Discover insights about your customers in natural language" screen. You may use each component once, more than once, of not at all. You may need to move split bar between panes or scroll to view content.

NOTE: Each correct match is worth one point.

✦ Discover insights about your customers in natural language

Discover insights about your customers in natural language (preview)

Generate insights about your customers by simply asking a question in natural language. If you are not familiar with your data in Customer Insights yet,
learn more about your data tables and columns. ⓘ

How many customers have more than 100 loyalty points?   →

AI-generated content can have mistakes. Make sure it is accurate and appropriate before using. Read terms.

Tips for better results:

- Use names of specific columns and data. For example, "How many subscriptions were activated last year? Use the ActivateDate column in the ServiceSubscription data table."
- Append additional or clarifying information. For example, "Which customers live in GA? GA is referring to the state Georgia in the United States."

Answer:

Question 2

Question Type: MultipleChoice

Results

Did you know?

You need to export all the data in Dynamics 365 Customer Insights - Data to Microsoft Azure Blob Storage. This includes metadata and
schemas.

What should you do?

Explore further

What is the average amount of reward points customers have?

What is the distribution of reward points among customers?

↻ See more examples

Verify your results

Options:

A- Query the REST API with custom code.

B- Configure a segment export.

C- Attach a Microsoft Dataverse environment.

D- Configure a data-out export.

Question 3

Question Type: OrderList

Your organization uses Microsoft Dynamics 365 Customer Service in its contact center.

You need to use the Customer Card Add-in to make customer profile data from Dynamics 365 Customer Insights available to contact center users. The organization wants you to follow Microsoft's best practices and recommendations.

Which three actions should you perform in sequence? To answer, move the three appropriate actions from the list of actions to the answer are

a. Arrange the three actions in the correct order.

Actions

		Order
Create a canvas app where you will add Customer Card Add-in controls.		
Configure a connection between Customer Insights - Data and the Microsoft Dataverse-managed data lake.		
Configure the Customer Card Add-in solution to map contact and/or account id fields.		
Install the Customer Card Add-in from App Source.		
Add specific Customer Card Add-in controls to the contact and/or account forms.		

Answer:

Install the Customer Card Add-in from App Source. Configure the Customer Card Add-in solution to map contact and/or account id fields. Add specific Customer Card Add-in controls to the contact and/or account forms.

Question 4

Question Type: MultipleChoice

Some of the data stored by your company needs to adhere to strict organization compliance and security when establishing connections and exports.

Your IT department tells you that you must use a dedicated Microsoft Azure Key Vault with a Dynamics 365 Customer Insights - Data environment to help the organization meet its compliance requirements. The dedicated key vault will be used to stage and use secrets in the organization's compliance boundary.

You need to use Customer Insights - Data and Azure Key Vault to store the secrets for each of the connections set up.

Which two prerequisites are needed? Each correct answer presents pan of The solution.

NOTE: Each correct selection is worth one point.

Options:

A- The Azure Key Vault must have Key Vault firewall enabled.

B- The Azure Key Vault is in the same Azure location as the Dynamics 365 Customer Insights environment

C- An active Azure subscription must be assigned to you.

D- Only the administrator {owner) user in Dynamics 365 Customer Insights can configure the key vault.

Answer:

B, C

Question 5

Your organization's marketing team is in the process of mapping tables and attributes in the data unification process of Dynamics 365 Customer Insights - Dat

a. They need your help with this task.

You need to explain to the marketing team how Customer Insights - Data handles the mapping of semantic types for table attributes.

Which two statements should you convey? Each correct answer presents part of the solution.

NOTE Each correct selection is worth one point.

Options:

A- Attributes that are automatically mapped to a semantic type cannot be remapped to a custom semantic type.

B- The Review mapped fields section shows all attributes for which a semantic type is automatically identified.

C- Attributes must be mapped to the semantic type of ID in order to be used as a primary key for the table.

D- The Define the data in the unmapped fields section shows attributes that are not automatically mapped to a semantic type.

Answer:

A, B

Question 6

You are starting an implementation of Dynamics 365 Customer Insights - Dat

a. For the initial setup, you ingest the Contact table and the Lead table from Dynamics 365 Sales and use them in unification.

You need to review the results after completing the first unification run.

Which three results will you be able to review? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

Options:

A- Duplicate records

B- Unified customer fields

C- Lead Conversion IDs

D- Searchable attributes and Indexed fields

E- Source fields

Question 7

Question Type: **Hotspot**

You are a Dynamics 365 Customer Insights - Data administrator in a consumer goods company.

You need to explain to your company's marketing team which measures can be viewed in a customer profile.

In the Measures overview, which two measures are visible on the customer profile? To answer, select the appropriate measures in the answer area.

NOTE: Each correct selection is worth one point.

Answers:

Track your organization's performance on a business and customer level.

Question 8

Display name	Tags	Type	State
Revenue per customer		Customer measure	Active
Avg sales cycle duration		Business measure	Active
Total revenue		Business measure	Active
Total spent		Customer attribute	Active
Cycle time in consumer service resolution		Customer measure	Active
NPS		Customer attribute	Active
Customer decision making time on purchase		Customer measure	Active

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 folders 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 removing any rows where the primary key is missing, delete any leading or trailing zeros on the primary key, 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:

B

Explanation:

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