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Exam A

QUESTION 1

Your organization is implementing Microsoft Dynamics 365 Customer Insights. You want to make sure that you address duplicate records in your source data.

You need to define the deduplication rules to select which duplicate record should be kept.

Which three options should you select? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. First imported
- B. Most filled
- C. Importance
- D. Least recent
- E. Most recent

Correct Answer: B, D, E

Section:

QUESTION 2

Online orders are ingested into Dynamics 365 Customer Insights - Data through real-time data ingestion. Departments like customer service can see the orders directly in the Customer Insights - Data timeline when it is added to the contact form in Dynamics 365.

A service representative notices an error with the total order amount that is measured in Customer Insights - Data. While today's online orders are visible in the timeline, the amount fails to update.

The representative needs you to explain why this is happening.

What reason should you provide?

- A. Real-time ingested data has been ignored through a filter when defining the measurement.
- B. Real-time ingested activities show up in the timeline but are excluded from measure calculations.
- C. Real-time ingested data only has limited information and may include attributes like order value.
- D. Real-time ingested data first needs to be refreshed before the measures are updated.

Correct Answer: B

Section:

QUESTION 3

Your team developed and integrated a batch inferencing pipeline to Dynamics 365 Customer Insights - Data. This allows (or a new custom machine learning (ML) model to run and deliver new insights to the unified profiles' data.

You need to make sure the workflow runs automatically with every scheduled refresh.

What should the team do?

- A. The team needs to manually trigger the custom ML workflows.
- B. The team can configure scheduled refreshes for Dynamics 365 Customer Insights - Data from Azure Machine Learning where you developed the custom ML model.
- C. The team needs to configure a Microsoft Power Automate flow to trigger a refresh.
- D. The team can set up scheduled refreshes that will also run the workflows automatically.

Correct Answer: D

Section:

QUESTION 4

You are implementing Dynamics 365 Customer Insights - Data as your company's Customer Data Platform.

The initial dataset tables contain contacts from Dynamics 365 Sales, eCommerce customers, and service management platform incidents.

In your first unification run, you set Dynamics 365 as the primary table but only see eCommerce profiles that were able to be matched with Dynamics 365 contacts. You need to ensure that unmatched eCommerce customers are also added as a profile in Customer Insights - Data.

Solution: Enable Include all records when editing the table during the match step. Does this meet the goal?

- A. Yes
- B. No

Correct Answer: A

Section:

QUESTION 5

DRAG DROP

You are a contributor for a Dynamics 365 Customer Insights - Data instance at an online retail company.

Your customer experience team wants to better respond to online reviews posted on the company website. You ingest the reviews as a table, and create an activity with recommended semantic mappings named Online Feedback.

You need to configure Customer Insights - Data to classify the online reviews as negative or positive.

Which five actions should you perform in sequence? To answer, move the five appropriate actions from the list of actions to the answer area. Arrange the five actions in the correct order.

Select and Place:

Actions

- In the **Enrichment** tab of the Data area, select **Enrich my data** on the **Interests** tab.
- Select the Industry and the top interests for that Industry, along with affinity levels and match precision.
- Select **Add data > Feedback** semantic type, then select the *OnlineFeedback* activity.
- Map the attributes in the data to the model attributes.
- In the **Predictions** tab of the Intelligence area, select **Use model** on the **Customer sentiment analysis** tile.
- Provide a name for the model, the Business aspect output table, and the Sentiment score output table.
- Review the details of the model and run the analysis.



Correct Answer:

Actions

In the **Enrichment** tab of the Data area, select **Enrich my data** on the **Interests** tab.

Select the Industry and the top interests for that Industry, along with affinity levels and match precision.



Order

Select **Add data** > **Feedback** semantic type, then select the *OnlineFeedback* activity.

Map the attributes in the data to the model attributes.

In the **Predictions** tab of the Intelligence area, select **Use model** on the **Customer sentiment analysis** tile.

Provide a name for the model, the Business aspect output table, and the Sentiment score output table.

Review the details of the model and run the analysis.



Section:

Explanation:

Select Add data > Feedback semantic type, then select the OnlineFeedback activity.

Map the attributes in the data to the model attributes.

In the Predictions tab of the Intelligence area,...

Provide a name for the model, the Business...

Review the details of the model and run the analysis.



QUESTION 6

Your company uses Microsoft Dynamics 365 Customer Insights - Data as the Customer Data Platform.

The marketing team needs 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 function should you select in order to create this insight when creating a measure?

- A. In the configuration area, choose MODE as the aggregation function.
- B. In the configuration area, choose TOTAL as the aggregation function.
- C. In the configuration area, choose SUM as the aggregation function. Select the order line table and add the amount field.
- D. In the configuration area, choose AGGREGATE as the aggregation function. Select the order line table and add the amount field.

Correct Answer: C

Section:

QUESTION 7

You have data that needs to be loaded from Microsoft Dataverse into an instance of Microsoft Dynamics 365 Customer Insights.

You need to create a data source that connects to a Dataverse-managed data lake.

Which three statements do you need to be aware of when creating the connection?

NOTE: Each correct selection is worth one point.

- A. You can select additional Dataverse tables for synchronization after the data source is created.
- B. Any user account with read permissions on Dataverse tables can be used to select tables for synchronization.
- C. The table count for the data source will stay at zero (0) until all selected tables are synchronized.
- D. Multiple Dynamics 365 Customer Insights data sources can simultaneously use the same Dataverse managed data lake.
- E. You must create a new data source if you need to connect to a different Dataverse managed data lake later.

Correct Answer: A, B, C

Section:

QUESTION 8

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: A, C

Section:

Explanation:

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



QUESTION 9

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.

- A. Customer details control is successfully installed and added to the Contact form.
- B. Active enrichment is applied to customer profiles.
- C. Contacts from Dynamics 365 Sales are included in the audience insights unification process.
- D. Measure Control is successfully installed and added to the Contact form.

Correct Answer: A, B

Section:

Explanation:

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

QUESTION 10

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?

- A. Filter the activities on the timeline.
- B. Delete the activity from the timeline.
- C. Edit the activity from the timeline.
- D. Open the activity from the timeline.
- E. Sort the activities on the timeline.

Correct Answer: A

Section:

Explanation:

Reference:

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

QUESTION 11

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.

- A. In Type select Trial, Region, and click next to connect to the Azure Data Lake Storage Account.
- B. In the Create New Environment dialog window, enter "UAT1" name. Check Copy from exiting environment and select "Dev" from the option set.
- C. In the Create New Environment dialog window, enter "UAT1" name. Check Copy from exiting environment, and select DEV1 from the list.
- D. In Type select Sandbox, Region, and click next to connect to the Azure Data Lake Storage Account.

Correct Answer: C, D

Section:

Explanation:

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

QUESTION 12

DRAG DROP

As a Customer Data Platform Specialist, you set up audience insights as the new Customer Data Platform.

The product owner wants you to make sure that data sources are refreshed daily.

Which five actions should you perform in sequence? 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:

Actions	Order
Confirm the schedule by selecting Set, and then Save to activate the schedule.	
In audience insights, go to datasources > edit a datasource and select the Schedule tab.	
In audience insights, go to Admin > System and select the Schedule tab.	
Set your time zone, then use the Time dropdown menu to set your refresh timing.	
Set the repeat option to Daily.	
Change the toggle at the top of the screen to On.	

Correct Answer:

Actions	Order
	In audience insights, go to datasources > edit a datasource and select the Schedule tab.
	Change the toggle at the top of the screen to On.
In audience insights, go to Admin > System and select the Schedule tab.	Set the repeat option to Daily.
	Set your time zone, then use the Time dropdown menu to set your refresh timing.
	Confirm the schedule by selecting Set, and then Save to activate the schedule.

Section:

Explanation:

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

QUESTION 13

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.

- A. Data source credentials can be copied from an existing environment to a new production environment.
- B. You must log out of one environment to access new environments that are on the same tenant.
- C. When you create a new production environment, you can choose to copy the configuration from an existing environment.
- D. You can select the Environment control in the upper-right corner of the page to change environments.

Correct Answer: C, D

Section:

Explanation:

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

QUESTION 14

An organization is using Microsoft Power Query when connecting to data sources in Microsoft Dynamics 365 Customer Insights. You need to load eCommerce Contacts to Dynamics 365 Customer Insights using Microsoft Power Query. Which is an appropriate action to take when using Microsoft Power Query to ingest data?

- A. You can have Microsoft Power Query automatically recognizes header rows in files when you use the Text/CSV connector.
- B. After you saw a Microsoft Power Query data source you have to manually trigger the initial refresh process.
- C. You must select Microsoft Power Query as an import method when creating the data source
- D. If a system process uses a Microsoft Power Query data source, you can simultaneously edit the data source.

Correct Answer: D

Section:

QUESTION 15

Your organization is using Microsoft Power Query when connecting to data sources in Microsoft Dynamics 365 Customer Insights. You loaded eCommerce profiles to Dynamics 365 Customer Insights. The table contains a lastupdated field that is loaded as a text field instead of a date field.

You need to fix the column format.

Which two actions should you perform? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. In Power Query, edit the queries dialog, and select the lastupdated column, select the Transform tab, change Data Type to Date, and select Save
- B. In Dynamics 365 Customer Insights, select and edit the eCommerce profiles data source to open the Power Query * Edit queries dialog.
- C. In Dynamics 365 Customer Insights, select and edit eCommerce profiles' data source, select the lastupdated column, select the Transform tab to change Data Type to Date, and select Save
- D. In Dynamics 365 Customer Insights, select and edit the eCommerce profiles table to open the Power Query * Edit queries dialog.

Correct Answer: C, D

Section:



QUESTION 16

DRAG DROP

You are the administrator for a new Dynamics 365 Customer Insights environment at your organization.

You need to set up the Search & filter index for the first time.

What three actions should you perform in sequence? 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:

Action	Order
Select Save and close .	
Go to Customers , select Search & filter index and then + Add .	
Go to Unify , select Search & filter index and then + New .	
Select the attributes in the list you want to add as indexed fields and select Apply .	
Select Run .	

Navigation icons: Right arrow, Left arrow, Up arrow, Down arrow.

Correct Answer:

Action	Order
Select Save and close .	Go to Unify , select Search & filter index and then + New .
Go to Customers , select Search & filter index and then + Add .	Select the attributes in the list you want to add as indexed fields and select Apply .
	Select Run .

Section:

Explanation:

Go to Unify, select Search & filter index...

Select the attributes in the list you want...

Select Run

QUESTION 17

DRAG DROP

You are a Dynamics 365 Customer Insights system administrator for a university. The university is closed on the weekends, and the system refresh schedule is set to only run on days that the university is open.

To shorten the daily refresh, you notice that some measures could only be refreshed weekly and only need to be available at the beginning of the week.

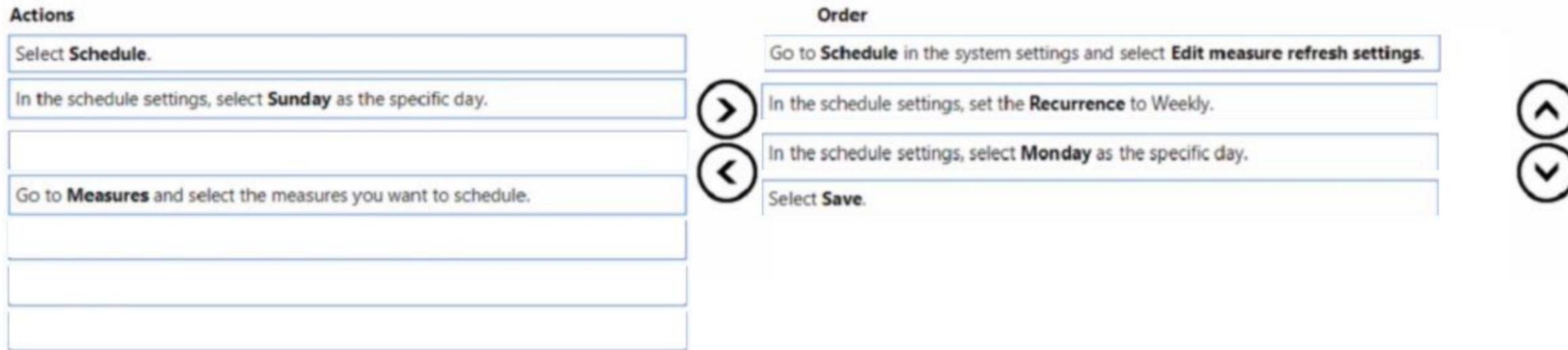
You need to create custom refresh schedules for these measures.

Which five actions should you perform in sequence? 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:

Actions	Order
Select Schedule .	
In the schedule settings, select Sunday as the specific day.	
Go to Schedule in the system settings and select Edit measure refresh settings .	
Go to Measures and select the measures you want to schedule.	
In the schedule settings, set the Recurrence to Weekly.	
In the schedule settings, select Monday as the specific day.	
Select Save .	

Correct Answer:



Section:

Explanation:

Go to Schedule in the system settings...

Go to schedule settings, set the Recurrence to...

In the Schedule settings, select Monday...

Select Save.

QUESTION 18

Your company has recently implemented Microsoft Dynamics 365 Customer Insights to target customers based on household size and income. The company's Marketing team plans to create different segments for customers Irving in Canada based on household size and income.

Customer profiles are currently missing this information, and the marketing team requests this data be added to Dynamics 365 Customer Insights for as many customers as possible in Canada.

You need to ensure that as many customer profiles as possible are inched with household and income size details.

What type of enrichment should you use to bring in data to satisfy the requirement?

- A. Demographics from Experian
- B. Location from HERE Technologies
- C. Identity from LiveRamp
- D. SFTP custom import

Correct Answer: A

Section:

QUESTION 19

One of the data sources being ingested into Microsoft Dynamics 365 Customer Insights is Microsoft Dataverse.

During the unification process, you need to identify the primary key to ingest tables on the Source fields page.

Which three data types can you use as a primary key attribute? Each correct answer presents a complete solution. NOTE: Each correct selection is worth one point.

- A. GUID
- B. integer
- C. Boolean
- D. String
- E. Whole Number

Correct Answer: B, D, E

Section:

QUESTION 20

You are implementing Microsoft Dynamics 365 Customer Insights at a bank. After going through the unification process, you notice that customer profile cards appear nameless. You need to resolve this problem and add the full name to the customer profile cards.

What should you do?

- A. Within the 'Select source fields' stage, map at least one field to the semantic type *Person.FullName*.
- B. Within the 'Select source fields' state, add a custom semantic type for 'Person.FullName'.
- C. Within the 'Unify customer fields' stage, adjust the order for the 'Fullname' field, where the first option is always filled.
- D. Within the 'Unify customer fields' stage, combine different name field into the 'Fullname' field.

Correct Answer: B

Section:

QUESTION 21

You need to unify the different data sources within Microsoft Dynamics 365 Customer Insights through the data unification process.

After you selected Create customer profiles on the Review step, you notice that you still need to rename a customer field.

What is the fastest way to perform the correction?

- A. View the details of the running job and cancel the job. Rename the field and run the unification process again.
- B. Wait for the process to finish. Refresh the page, then rename the field and run the unification process again.
- C. While the unification process is running, separate and recombine the Customer field. Rename it and run the unification process again.
- D. Rename the field while the unification is in Refreshing status. Changes are still recorded during the current process.

Correct Answer: D

Section:

QUESTION 22

You need to begin planning how to address the marketing team's requests for future enhancements.

If you implement the requested changes, what is the total number of connections that will be required in BYAE's Dynamics 365 Customer Insights environment?

- A. 2
- B. 3
- C. 4
- D. 5

Correct Answer: C

Section:

QUESTION 23

DRAG DROP

Your manager asks you to delete all custom deduplications rules and create new ones for each regional data source. Customer records are considered duplicates if they contain:

1. Close match on first name,
2. Same last name.
3. Same street address, and
4. Same postal code

You need to complete the configuration of the deduplication matching conditions.

Select and Place:



Attribute name

- FirstName
- eastaddresses_Address
- eastaddresses_Street1
- HomeAddress
- eastaddresses_StateOrProvince
- eastaddresses_ZipOrPostalCode

Answer Area

Conditions

Condition 1

Select field

Normalize

Type (Phone, Name, Address, Organization)

Precision

Basic High

Condition 2

Select field

Normalize

Type (Phone, Name, Address, Organization)

Precision

Basic Exact

Condition 3

Select field

Normalize

Select options

Precision

Basic Exact

Condition 4

Select field

Normalize

Select options

Precision

Basic



Correct Answer:



Attribute name

- FirstName
- eastaddresses_Address
- eastaddresses_Street1
- HomeAddress
- eastaddresses_StateOrProvince
- eastaddresses_ZipOrPostalCode

Answer Area

Conditions

Condition 1

Select field

eastaddresses_Street1

Normalize

Type (Phone, Name, Address, Organization)

Precision

Basic

High

Condition 2

Select field

eastaddresses_Address

Normalize

Type (Phone, Name, Address, Organization)

Precision

Basic

Exact

Condition 3

Select field

eastaddresses_StateOrProvince

Normalize

Select options

Precision

Basic

Exact

Condition 4

Select field

eastaddresses_Street1

Normalize

Select options

Precision

Basic

Vdumps

Section:

Explanation:

QUESTION 24

You need to configure the out-of-the-box sentiment analysis model to run on survey response data.

Which two fields contain data that must be mapped to model input parameters? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. EventRating
- B. CustomerNumber
- C. ResponseDate
- D. ResponseNumber

Correct Answer: C

Section:

QUESTION 25

Your manager asked you to evaluate the use of suggested segments for marketing campaigns.

You need to tell your manager what kinds of segments can be suggested based on the current Dynamics 365 Customer Insights configuration.

Which two types of segments can be suggested? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Customers who have generated the most revenue from ticket sales
- B. Customers who have the lowest average customer satisfaction scores.
- C. Customers who have made the most recent purchases.
- D. Customers who have the highest total spend per customer.



Correct Answer: A, D

Section:

QUESTION 26

You need to implement the out-of-the-box product recommendation model to generate event recommendations for the post-purchase email.

What action must you perform to use this model?

- A. Upload a product catalog table with categories and prices for event types.
- B. Change the existing semantic mapping type for the event tickets activity.
- C. Include an IsReturn field in the Power Query definition for event tickets.
- D. Add an event type id GUID to the event tickets Power Query definition.

Correct Answer: A

Section:

QUESTION 27

You created a Microsoft Dynamics 365 Customer Insights environment for testing by copying the configuration of the production environment.

You need to make sure the new environment is operational and satisfies all relevant requirements.

Which three steps should you perform after creating the new environment? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. Enter credentials for the data source that contains sales CRM contacts.
- B. Remove export destinations and disable scheduled refreshes.
- C. Recreate the data source that contains EcommerceCustomer.
- D. Recreate the data source that contains sales CRM contacts.
- E. Add role assignments to grant access to marketing team members.

Correct Answer: A, D, E

Section:

QUESTION 28

DRAG DROP

The marketing team is working on a campaign to email cou

You need to ensure all data required to build the necessary segments is available in Microsoft Dynamics 365 Customer Insights.

Which four actions should you perform in sequence? 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:

Actions	Order
Enable data profiling on the <i>PageViews</i> table.	
Migrate the WEBSTATS Common Data Model folder to the ADVDEMO9345 container.	
Add the ingested <i>PageViews</i> table to the profile unification process.	
Define an activity based on the <i>PageViews</i> table.	
Create a new Azure Data Lake source and connect to the WEBSTATS Common Data Model folder in the WEBDATA119 container.	
Add the <i>PageViews</i> table to the new data source.	
Create a new Azure Data Lake source and connect to the WEBSTATS Common Data Model folder in the ADVDEMO9345 container.	





Correct Answer:

Actions

Migrate the WEBSTATS Common Data Model folder to the ADVDEMO9345 container.
Define an activity based on the <i>PageViews</i> table.
Add the <i>PageViews</i> table to the new data source.
Create a new Azure Data Lake source and connect to the WEBSTATS Common Data Model folder in the ADVDEMO9345 container.

Order

Create a new Azure Data Lake source and connect to the WEBSTATS Common Data Model folder in the WEBDATA119 container.
Add the ingested <i>PageViews</i> table to the profile unification process.
Enable data profiling on the <i>PageViews</i> table.



Section:

Explanation:

Create a new Azure Data Lake source and connect....

Add the ingested PageViews table to the profile unification....

Enable data profiling on the PageViews table.



QUESTION 29

The marketing team wants to create a segment for a new email campaign to invite customers to a series of in-store events.

What should you do first?

- A. Separate the fields in the merged FuttName field and create new fields for first name and last name.
- B. Enable data profiling for the firstname attenuates in the LoyaltyMember and tcommerceCustomer tables
- C. Create a merged FirstName field from attributes in the LoyaltyMember and EcommerceCustomer tables.
- D. Map attenuates from the LoyattyMember and EeommereeCustomer tables to the Person.FirstNcme semantic type.

Correct Answer: C

Section:

QUESTION 30

The marketing team wants to invite cycling club customers to a new product launch webinar.

You need to ensure all necessary data is available to create a segment to target the appropriate customers.

What should you do?

- A. Enable data profiling for the attributes of the QubMember table.
- B. Edit the existing Azure Data Lake data source and add specific SurveyResponse attributes.

- C. Create a new Azure Data Lake data source and add the SurveyResponse table.
- D. Edit the existing Azure Data Lake data source and add the SurveyResponse table.

Correct Answer: D

Section:

QUESTION 31

You need to fix the problem with exports to Dynamics 365 Sales.
What should you do?

- A. Verify the schedule run setting for the export rs set to 'on.'
- B. Add the Dynamics 365 Sales Contact table to the profile unification process.
- C. Add a field for loyalty system email address in Dynamics 365 Sales.
- D. Verify the segment for export does not contain more than 100,000 members.

Correct Answer: B

Section:

QUESTION 32

You want to address the IT operations teams goal.
What is the first step you should take?

- A. Configure incremental refresh for the GubMember table.
- B. Add a primary key to the EventAttendee table.
- C. Recreate EventAttendee as a partitioned table.
- D. Add a primary key to the PageViews table.

Correct Answer: C

Section:

QUESTION 33

You have the contributor security role.

Your company has Microsoft Dynamics 365 Customer Insights set up as the Customer Data Platform solution. You transferred the management of the platform to a contractor.

The contractor must manage the existing connections without having administrator access.

Which two characteristics apply when using a connection for exports? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point

- A. If the contractor is selected in the Choose who can use this connection screen, they will be able to use the connection
- B. If the contractor is given permission to use the connection, they will be able to view or edit the connection.
- C. If the contractor's permission level changes, they will have their exports removed.
- D. Users can manage every export that use connections shared with them.

Correct Answer: A, D

Section:

QUESTION 34

DRAG DROP

You work for a chain of hotels, and you have created a data source catted Preference System to ingest consent data in Dynamics 365 Customer Insights in an table called Consents. The Consents table has the following



attributes and data types:

ConsentID (numeric)	EmailAddress (text)	ConsentOption (text)	ConsentValue (boolean)	LastUpdated (date)
1	holly@contoso.com	Special offers	FALSE	2022-01-17
2	holly@contoso.com	Event updates	TRUE	2022-06-11
3	frank@contoso.com	Special offers	TRUE	2022-07-15
4	frank@contoso.com	Event updates	FALSE	2022-01-05

You are creating a segment to email information on upcoming events to customers who live in the state of California and whose Average number of nights stayed value is greater than four.

You have already configured the first rule in the segment as follows:

Rule 1 uses and

Customer: Customer Insights.' All records

and

Customer: CustomerInsightsState is equal to California

and

Customer_Measure: CustomerInsights.Average number of nights stayed is greater than 4

You need to configure the second rule in the segment according to your customers' consent preferences. This rule will be joined to the first rule with a union operator

Which attribute name or attribute value corresponds to each empty parameter? To answer, drag the appropriate attribute name or attribute value to the correct empty parameters in the answer area. Each attribute name or attribute value may be used once, more than once, or not at all.

NOTE: Each correct match is worth one point.

Select and Place:



Attribute name or attribute value

- Customer: Consent.ConsentValue
- Customer: Consent.ConsentOption
- PreferenceSystem: Consents.ConsentOption
- PreferenceSystem: Consents.ConsentValue
- UnifiedActivity: CustomerInsights.ActivityType
- TRUE
- Event updates
- Consent update

Answer Area

Rule 2 uses and

is equal to

and

is equal to

Correct Answer:



Attribute name or attribute value

- Customer: Consent.ConsentValue
- Customer: Consent.ConsentOption
- PreferenceSystem: Consents.ConsentOption
- PreferenceSystem: Consents.ConsentValue
- UnifiedActivity: CustomerInsights.ActivityType
- TRUE
- Event updates
- Consent update

Answer Area

Rule 2 uses and

PreferenceSystem: Consents.ConsentOption is equal to UnifiedActivity: CustomerInsights.ActivityType

and

Customer: Consent.ConsentOption is equal to PreferenceSystem: Consents.ConsentOption

**Section:****Explanation:****QUESTION 35**

You need to populate a marketing list in Dynamics 365 Sales with all the members of a segment in Microsoft Dynamics 365 Customer Insights. Which two conditions must be met? Each correct answer presents part of the solution. NOTE: Each correct selection is worth one point.

- A. The email addresses of contacts in Dynamics 365 Sales must match the corresponding unified customer profile email address field in Dynamics 365 Customer Insights.
- B. The segment in Dynamics 365 Customer Insights cannot contain more than 100,000 members.
- C. Sales team members must be assigned a role in Dynamics 365 Customer Insights to access the marketing list that is created in Dynamics 365
- D. Dynamics 365 Sales Contacts must be ingested into Dynamics 365 Customer Insights as a data source and included in the unified customer profile.

Correct Answer: D**Section:****QUESTION 36**

You created several segments in Microsoft Dynamics 365 Customer Insights.

You need to perform a segment overlap analysis to understand what these segments have in common.

Which two actions can you perform? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. Analyze how specific values affect the overlap results
- B. Save the overlapping members as a new segment.
- C. View the analysis output to determine the count of members included in only one segment
- D. Export the analysis output for further review outside Dynamics 365 Customer Insights.

Correct Answer: A, C

Section:

QUESTION 37

You implemented Microsoft Dynamics 365 Customer Insights as the Customer Data Platform solution. Now, you are building segments that were requested by the marketing department. One of the segments that is requested is 'all customers that made an eCommerce purchase in the last 12 months'.

You need to consider the implications of building a segment that uses tables other than Customer

Which system behavior should you consider when building multi-table segments?

- A. All the rules within the segment need to use the same relationship path.
- B. Choosing different relationship paths can result in different numbers of segment members.
- C. Dynamics 365 Customer Insights selects the most direct path when there are multiple possible relationship paths available.
- D. Only activities that are related to customer profiles through relationship paths can be used.

Correct Answer: D

Section:

QUESTION 38

You configured two segments:

1. A segment to find customers who frequently purchase one type of product
2. A segment to find customers who frequently purchase a different type of product

You need to understand what attributes differ between these two groups of customers.

What can you configure Microsoft Dynamics 365 Customer Insights to do with a segment differentiator analysis? Each correct answer presents part of the solution.

NOTE; Each correct selection is worth one point.

- A. Analyze predictions and enrichments.
- B. Analyze a segment compared to all customers.
- C. Analyze customer fields and measures.
- D. Ignore difference scores lower than a set threshold

Correct Answer: B, C

Section:

QUESTION 39

You are implementing Microsoft Dynamics 365 Customer Insights as the company's Customer Data Platform. You set up the data sources and start the unification process.

You need to identify the primary table within the Matching conditions page.

Which two criteria should you use to determine the primary table? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Choose the table that has several attributes in common with other tables.



- B. Choose the table that has the most related tables.
- C. Choose the Dynamics 365 contact table when this is available as the data source.
- D. Choose the table with the most complete and reliable profile data about your customers.

Correct Answer: B, C

Section:

QUESTION 40

Your organization's IT team created the customer profile records by unifying the Account, Contact, and Web Account tables. After unification was completed, the team noticed that three relationships were created automatically.

1. CustomerToContact
2. CustomerToAccount
3. CustomerToWebAccount

You need to advise the team about how they can configure and update these three relationships.

What should you recommend?

- A. You cannot edit any of the three relationships, as they are non-editable system relationships.
- B. Relationships created via the unification process can be edited by those with contributor-level access.
- C. Relationships created via the unification process can only be edited by those with administrator-level access.
- D. You can edit each of the three relationships by navigating to the Relationship tab and selecting Edit

Correct Answer: D

Section:

QUESTION 41

The loyalty operations lead at your organization wants a filter to be added on the attribute Loyalty Tiers, which is available on Customer profiles in your Dynamics 365 Customer Insights environment.

The Loyalty tiers, in order of increasing loyalty status, are: Non-member, Bronze, Silver, Gold, Platinum.

Most customers are in the lowest tier of the program, non-member, and then progressively fewer customers are in each subsequent tier.

You need to create a filter to sort the options as closely as possible to increasing loyalty status.

What should you select for Sort options by in the filter pane?

- A. Frequency: Highest to Lowest
- B. Value: Z to A
- C. Group options by: Frequency
- D. Value: A to Z

Correct Answer: D

Section:

QUESTION 42

You are implementing a scheduled refresh in Microsoft Dynamics 365 Customer Insights.

You need to describe scheduled refreshes to your colleague.

Which two statements should you convey? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Scheduled refresh is unavailable in trial environments and can only be configured for production instances.
- B. To exclude a segment from a scheduled refresh, you must deactivate it before the scheduled refresh run.
- C. When you configure a refresh schedule to run daily, you must define the time zone and time when the refresh needs to run.



D. The refresh schedule can be applied to selected data sources or specific tables within these data sources.

Correct Answer: C, D

Section:

QUESTION 43

DRAG DROP

You are reviewing the system status in Microsoft Dynamics 365 Customer Insights. You notice that different refresh processes are not successful. You need to find the step that is blocking these processes from refreshing. Which dependency types are associated with each process? To answer, drag the appropriate dependency types to the correct processes. Each user group may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct match is worth one point.

Select and Place:

Dependency Types

Depends on segment refreshes

Depends on the merge process

Depends on tables

Answer Area

Processes

Dependency Types

Search

Profiles

Enrichments

Exports destinations

Insights



Correct Answer:

Dependency Types

Depends on segment refreshes

Depends on the merge process

Depends on tables

Answer Area

Processes

Search

Profiles

Enrichments

Exports destinations

Insights

Dependency Types

Depends on segment refreshes

Depends on tables

Depends on segment refreshes

Depends on the merge process

Depends on tables



Section:

Explanation:

QUESTION 44

You are configuring data unification for a new Microsoft Dynamics 365 Customer Insights implementation. Individual consumers are the primary target audience. You define several match rules that include address data and other personal identifiers. These match rules did not perform as well as expected in your first unification run. You need to improve the match results before your marketing team starts using the system. Which two data enrichments should you consider implementing to improve the match results? Each correct answer presents a complete solution. NOTE: Each correct selection is worth one point.

- A. Enhanced addresses provided by Microsoft
- B. Identity provided by LiveRamp AbihTec
- C. Enhanced company data provided by Microsoft
- D. Azure Maps provided by Microsoft

Correct Answer: A, B

Section:

QUESTION 45

DRAG DROP

You recently configured a customer lifetime value (CLV) model. You need to explain the training model performance to the marketing manager. Which definition applies to each training model performance grade? To answer, drag the appropriate definitions to the correct grade values. 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 match is worth one point.

Select and Place:

CLV Model Definitions

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

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

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

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

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

The model accurately predicted at least 25 percent more high-value customers as compared to the baseline model.

Answer Area

Training Model Performance Grades

A

B

C

CLV Model Definitions



Correct Answer:

CLV Model Definitions

[Empty box]

[Empty box]

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

[Empty box]

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

The model accurately predicted at least 25 percent more high-value customers as compared to the baseline model.

Answer Area

Training Model Performance Grades

A

B

C

CLV Model Definitions

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

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

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



Section:

Explanation:

QUESTION 46

Your data analytics team wants to create a custom machine learning model to predict whether a customer will purchase a particular product.

You need to explain what is required for integrating a custom model with Microsoft Dynamics 365 Customer Insights. Which two requirements should you tell them? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. You need Owner or User Access Administrator permissions to the Microsoft Azure Machine Learning Workspace to use batch pipelines.
- B. You need a Microsoft Azure Data Lake Gen2 storage account associated with the Azure Machine Learning Studio instance.
- C. You need a model that returns at least one numeric output parameter for Dynamics 365 Customer Insights to implement predictions.
- D. You can only deploy and manage the model through the Dynamics 365 Customer Insights admin user interface.

Correct Answer: A, C

Section:

QUESTION 47

Your company wants to create a segment to identify the customers who are more likely to purchase the three most-recommended products from the out-of-the-box product recommendations model.

Before defining this segment, you need to first configure and run the product recommendations model.

Which point should you consider when configuring the product recommendation model?

- A. Product recommendations models can only be created and configured by users with admin permissions.
- B. You have the option to include products in the recommendation that your customers have purchased before.
- C. The number of products recommended is automatically chosen based on the number of products in the input data.
- D. Product recommendation models can only be manually executed by users with contributor or admin permissions.

Correct Answer: D

Section:

QUESTION 48

You consult for an organization that is implementing Dynamics 365 Customer Insights for the first time.

You are creating training materials for the organization and need to create a glossary of terms.

Which definition should you add to the glossary?

- A. Tables - a configurable structure that forms the basis of the forms that compose the user interface of Dynamics 365 Customer Insights.
- B. Exports * a feature that allows ingestion of data from a wide variety of data sources external to the application.
- C. Activities - a feature that enables a user to define actions or events performed by customers or business contacts in ingested data.
- D. Predictions - a feature that predicts possible relationships between different tables you have ingested.

Correct Answer: D

Section:

QUESTION 49

You are a Customer Data Platform Specialist.

One of the marketing users asked you to create two lists:



- A. All customers that live in Paris, France
 - B. All customers that have made more than ten online purchases You decide to create these lists as quick segments.
- Which two options should you use as the base in quick segments to create the required insights? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- C. Measures
- D. Enrichments
- E. Intelligence
- F. Profiles
- G. Data entities

Correct Answer: A, D

Section:

Explanation:

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/segment-builder#quicksegments>

QUESTION 50

DRAG DROP

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.

Select and Place:

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.	

Correct Answer:

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



Section:

Explanation:

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

QUESTION 51

DRAG DROP

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.

Select and Place:

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.	

Correct Answer:

Steps	Order
Create a copy of the newly created suggestion in Segments.	Get new suggestions from the Suggestions (preview) tab 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.

Section:

Explanation:

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

QUESTION 52

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

While discussing the AI possibilities of audience insights with a campaign manager, you mention that the solution can suggest segments based on the activities of a profile. The campaign manager asks you to run a suggestion based on the sales order lines that are available in audience insights.

Which three factors will affect the segment suggestions? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. The specific activity relationship path(s).
- B. The number of days since the last order line
- C. The credit card or any specific attributes recorded at the order line
- D. The number of order lines
- E. The value of the order line

Correct Answer: B, D, E

Section:

Explanation:

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

QUESTION 53

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.

A company's IT department has a CSV file stored on one of their Shared Documents folders within their Microsoft SharePoint sites. The data from the CSV file is ingested into Dynamics 365 Customer Insights - Data.

The file contains a row header and columns of different types, such as quantities and prices. The file also contains some rows with a high proportion of nulls.

You need to clean and transform the data in Customer Insights - Data to be ready for unification.

Solution: Transform the first row to be used as headers, remove rows that contain null values, and name the query. Select Next and your data is now ready for unification.

Does this meet the goal?

- A. Yes
- B. No

Correct Answer: A

Section:

QUESTION 54

You are starting an implementation of Dynamics 365 Customer Insights - Data. 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.

- A. Duplicate records
- B. Unified customer fields
- C. Lead Conversion IDs
- D. Searchable attributes and Indexed fields
- E. Source fields



Correct Answer: A, B, E

Section:

QUESTION 55

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 setting up a new Dynamics 365 Customer Insights - Data environment and want to connect a Microsoft Dataverse environment.

While trying to connect, you receive the error This CDS organization is already attached to another Customer Insights - Data instance.

You need to resolve the issue and ensure you can connect the new Customer Insights - Data environment to the Dataverse.

Solution: In Microsoft Power Apps, select the proper environment and go to Connections. Remove the connection(s) to Dynamics 365 Customer Insights - Data.

Does this meet the goal?

- A. Yes
- B. No

Correct Answer: A

Section:

QUESTION 56

You are implementing Dynamics 365 Customer Insights - Data as your company's Customer Data Platform.

The initial dataset tables contain contacts from Dynamics 365 Sales, Commerce customers, and service management platform incidents.

In your first unification run, you set Dynamics 365 as the primary table but only see eCommerce profiles that were able to be matched with Dynamics 365 contacts. You need to ensure that unmatched eCommerce customers are also added as a profile in Customer Insights - Data

Solution: Make eCommerce customers the primary table in the match step.

Does this meet the goal?

- A. Yes
- B. No

Correct Answer: B

Section:

QUESTION 57

You are a Customer Data Platform Specialist. You completed unification and are looking to create relevant segments for your business. You want to identify insights on fields that overlap between segments.

Which statement is correct about using segment overlap?

- A. Audience insights will recommend which fields may be the most insightful to use for segment overlap analysis.
- B. You can select up to three fields to analyze for overlap analysis when you create a new segment overlap.
- C. Audience insights will automatically select the fields for overlap analysis when you create a new segment overlap.
- D. You can select one or more fields to analyze for overlap analysis when you create a new segment overlap.

Correct Answer: D

Section:

Explanation:

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

**QUESTION 58**

You are a Customer Data Platform Specialist. You created several customer segments. You want to identify differences between the segments that you created.

Which two statements are correct about using segment differentiations? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. The higher the difference score, the more the attributes differ between the two segments.
- B. You can compare a segment with the rest of your unified profiles or with another segment.
- C. You can only compare one segment with another segment.
- D. The lower the difference score, the more the attributes differ between the two segments.

Correct Answer: A, B

Section:

Explanation:

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

QUESTION 59

You are a Customer Data Platform Specialist. Your company has audience insights set up as their Customer Data Platform solution. You transferred the management of the platform to a contractor. You want the contractor to manage the existing connections without having administrator access.

Which two statements are correct about allowing contributors to use a connection for exports? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. Contributors will be able to use the connection if you select them in the "choose who can use this connection" screen.
- B. Contributors will see shared connections and can manage every export that uses this specific connection.
- C. Contributors will have their exports removed if their permissions are changed.
- D. Contributors will be able to view or edit the connection after being given permission to use the connection.

Correct Answer: A, B

Section:

Explanation:

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

QUESTION 60

You are a Customer Data Platform Specialist. The primary audience for your instance of audience insights is business accounts. You need to show audience insights data to Dynamics 365 Sales users without updating data in Dataverse.

Which Customer Card Add-in controls requires you to create semantic entity mapping before you can use it?

- A. Contacts control
- B. Intelligence control
- C. Customer details control
- D. Enrichments control

Correct Answer: A

Section:

Explanation:

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

QUESTION 61

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

Section:

Explanation:

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>

QUESTION 62

You are a Customer Data Platform Specialist. You are reviewing the system status. You notice that an insights refresh process shows a "skipped" status.

Which system process type should you review to find the step that is blocking the insights refresh from starting?

- A. Segments

- B. Search
- C. Enrichments
- D. Activities

Correct Answer: A

Section:

Explanation:

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

QUESTION 63

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.

- A. To exclude a segment from a scheduled refresh, you must deactivate it before the scheduled refresh run.
- B. Scheduled refresh is not available in trial environments and can only be configured for production instances.
- C. The refresh schedule can be applied to selected data sources or specific entities within these data sources.
- D. When you configure a refresh schedule to run daily, you must define the time zone and time when the refresh needs to run.

Correct Answer: A, D

Section:

Explanation:

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>



QUESTION 64

You are configuring a new Dynamics 365 Customer Insights - Data environment that is focused on business accounts. You have completed business account unification, and you are now setting up contact unification. You need to configure a relationship between a contact table and an account table. Which two values do you need to specify on the Relationships page? Each correct answer presents part of the solution. NOTE: Each correct selection is worth one point.

- A. Primary key column in the account table
- B. Name of the child contact table
- C. Foreign key column in the contact table
- D. Name of the parent account table

Correct Answer: A, C

Section:

QUESTION 65

Your organization is using Dynamics 365 Customer Insights - Data to create segments to be exported and used in Dynamics 365 Customer Insights - Journeys through the default integration. One of the segments is of all customers belonging to a store location that is closing. You are asked to delete this segment from Customer Insights - Data. When you do this, you receive an alert warning you that this segment is still used in a customer journey in Customer Insights - Journeys. You need to advise the marketing team on what will happen if you proceed to delete the segment. What should you tell the marketing team?

- A. The segment will be deleted in Dynamics 365 Customer Insights - Data, but the segment will remain in Dynamics 365 Customer Insights - Journeys.

- B. The Dynamics 365 Customer Insights - Journeys journey will stop for all contacts.
- C. The Dynamics 365 Customer Insights - Journeys journey will stop for all contacts In the segment.
- D. The system will display a warning and recommend deactivation of the segment in the Dynamics 365 Customer Insights - Journeys journey first.

Correct Answer: C

Section:

QUESTION 66

You are taking over administrative responsibilities for a Dynamics 365 Customer Insights - Data environment at your organisation, and you are reviewing the indexes set up for Customer profiles in the environment. One of your users has asked you to make DateofBirth a searchable attribute. You navigate to the Search & filter index page and see that there is already an attribute with the name DateofBirth It has an x in the Included in search column.

You need to report your findings to the user*.

What should you tell the user?

- A. The data type for DateofBirth is not searchable, so you cannot make it searchable.
- B. DateofBirth is already a searchable field because it has an x in the Included in search column.
- C. Create a new searchable attribute on this page named DateofBirth_searchable.
- D. Select Add filter and change the toggle control to make DateofBirth searchable.

Correct Answer: B

Section:

QUESTION 67

You are adding the Microsoft Dataverse managed data lake to Dynamics 365 Customer Insights - Data. You are unable to perform the required steps. You need to be able to select the tables from the managed lake when adding the data source.

What should you do?

- A. Confirm that Dynamics 365 Customer Insights - Journeys is connected to Dynamics 365 Customer Insights - Data.
- B. Ensure you are assigned the administrator role in Dynamics 365 Customer Insights - Data.
- C. Ensure you have the administrator role on the Dataverse organization
- D. Ensure that the same Dataverse is selected in the environment settings of Dynamics 365 Customer Insights - Data.

Correct Answer: C

Section:

QUESTION 68

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.

A company's IT department has a CSV file stored on one of their Shared Documents folders within their Microsoft SharePoint sites. The data from the CSV file is ingested into Dynamics 365 Customer Insights - Data.

The file contains a row header and columns of different types, such as quantities and prices. The file also contains some rows with a high proportion of nulls.

You need to clean and transform the data in Customer Insights - Data to be ready for unification.

Solution: Define column types to be appropriate field types, and name the query. Create a full name and full address columns by merging the appropriate columns if they exist. Select Next and your data is now ready for unification.

Does This meet the goal?

- A. Yes
- B. No

Correct Answer: B

Section:

QUESTION 69

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.

A company's IT department has a CSV file stored on one of their Shared Documents folders within their Microsoft SharePoint sites. The data from the CSV file is ingested into Dynamics 365 Customer Insights - Data.

The file contains a row header and columns of different types, such as quantities and prices. The file also contains some rows with a high proportion of nulls.

You need to clean and transform the data in Customer Insights - Data to be ready for unification.

Solution: Remove any rows where the primary key is missing, delete any leading or trailing zeros on the primary key, and name the query. Select Next and your data is now ready for unification.

Does This meet the goal?

A. Yes

B. No

Correct Answer: B

Section:

QUESTION 70

You are setting up a new Dynamics 365 Customer Insights - Data environment and want to connect a Microsoft Dataverse environment. While trying to connect, you receive the error This CDS organization is already attached to another Customer Insights - Data instance You need to resolve the issue and ensure you can connect the new Customer Insights - Data environment to the Dataverse.

Solution: In the Dataverse, go to the Settings menu of Dynamics 365 Customer Insights - Journeys, select the Customer Insights connector and disconnect the connection.

Does this meet the goal?

A. Yes

B. No



Correct Answer: A

Section:

QUESTION 71

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 setting up a new Dynamics 365 Customer Insights - Data environment and want to connect a Microsoft Dataverse environment.

While trying to connect you receive the error This CDS organization is already attached to another Customer Insights - Data instance.

You need to resolve the issue and ensure you can connect the new Customer Insights - Data environment to the Dataverse.

Solution: In the Dataverse environment, go to Solutions through the advanced settings and uninstall the CustomcrInsightsCustomerCard solution.

Does this meet the goal?

A. Yes

B. No

Correct Answer: B

Section:

QUESTION 72

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 setting up a new Dynamics 365 Customer Insights - Data environment and want to connect a Microsoft Dataverse environment.

While trying to connect you receive the error This CDS organization is already attached to another Customer Insights - Data instance.

You need to resolve the issue and ensure you can connect the new Customer Insights - Data environment to the Dataverse.

Solution: In Microsoft Power Apps, select the proper environment and uninstall or delete the Dynamics 365 Customer Insights -Data Customer Card Add-in solution.

Does This meet the goat?

A. Yes

B. No

Correct Answer: B

Section:

