

IT-DUMPS Q&A

Accurate study guides, High passing rate!
IT-dumps provides update free of charge in one year!

Exam : **MB-260**

Title : Microsoft Customer Data
Platform Specialist

Version : DEMO

1. Topic 1, Adventure Works

Case study

This is a case study. Case studies are not timed separately. You can use as much exam time as you would like to complete each case. However, there may be additional case studies and sections on this exam. You must manage your time to ensure that you are able to complete all questions included on this exam in the time provided.

To answer the questions included in a case study, you will need to reference information that is provided in the case study. Case studies might contain exhibits and other resources that provide more information about the scenario that is described in the case study. Each question is independent of the other questions in this case study.

At the end of this case study, a review screen will appear. This screen allows you to review your answers and to make changes before you move to the next section of the exam. After you begin a new section, you cannot return to this section.

To start the case study

To display the first question in this case study, click the Next button. Use the buttons in the left pane to explore the content of the case study before you answer the questions. Clicking these buttons displays information such as business requirements, existing environment, and problem statements. When you are ready to answer a question, click the Question button to return to the question.

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 data 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 existing environment called "Dev" and it is not configured correctly and should not be copied

DRAG DROP

You are a Customer Data Platform Specialist. You want to add data sources that connect to data in the organization's Azure Data Lake. You need to enable data profiling for the entity within the data source while creating it.

Which three 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

- When creating each data source in audience insights, in the "Enable data profiling" step deselect the entity and select "cellphone" field only
- Enable data profiling for cellPhone_loyalty, and cellPhone_ec after the data sources are created and the data is fully ingested from each source to audience insights
- Click Save to start ingesting the data
- Ensure the cellPhone_loyalty, cellPhone_ec, and cellPhone_cc data in the Azure Data Lake is in Common Data Model format

Order

Answer:

Actions

- When creating each data source in audience insights, in the "Enable data profiling" step deselect the entity and select "cellphone" field only
- Enable data profiling for cellPhone_loyalty, and cellPhone_ec after the data sources are created and the data is fully ingested from each source to audience insights
- Click Save to start ingesting the data
- Ensure the cellPhone_loyalty, cellPhone_ec, and cellPhone_cc data in the Azure Data Lake is in Common Data Model format

Order

- Ensure the cellPhone_loyalty, cellPhone_ec, and cellPhone_cc data in the Azure Data Lake is in Common Data Model format
- When creating each data source in audience insights, in the "Enable data profiling" step deselect the entity and select "cellphone" field only
- Click Save to start ingesting the data

Explanation:

Text

Description automatically generated with low confidence

2.DRAG DROP

You are a Customer Data Platform Specialist. You are asked to create a household cluster to group profiles that share a set of demographic data points.

Which three actions should you perform in sequence to configure a household cluster? To answer, move the appropriate actions from the list of actions to the answer area and arrange them in the correct order.

Actions

- On the Merge pane, click Create cluster on the top menu under Advanced.
- In "Create customer cluster" dialog, leave the default type set to Household, enter name "Household", and click Done.
- In Create customer cluster dialog, enter name "Household" and set the cluster to "Custom" in order to create a rule with prepopulated conditions.
- Modify the created cluster rule to ensure Last Name, Street Address, City, Zip Code, and State are part of the conditions, then click Done.

Order

Answer:

Actions

- On the Merge pane, click Create cluster on the top menu under Advanced.
- In "Create customer cluster" dialog, leave the default type set to Household, enter name "Household", and click Done.
- In Create customer cluster dialog, enter name "Household" and set the cluster to "Custom" in order to create a rule with prepopulated conditions.
- Modify the created cluster rule to ensure Last Name, Street Address, City, Zip Code, and State are part of the conditions, then click Done.

Order

- On the Merge pane, click Create cluster on the top menu under Advanced.
- In "Create customer cluster" dialog, leave the default type set to Household, enter name "Household", and click Done.
- Modify the created cluster rule to ensure Last Name, Street Address, City, Zip Code, and State are part of the conditions, then click Done.

Explanation:

Graphical user interface, text, application, chat or text message
 Description automatically generated

3.You are a Customer Data Platform Specialist. You need to design a process to share the unified customer profile with the sales team. The sales team uses the Dynamics 365 Sales app for marketing list generation.

Which two conditions must be met to export segments needed by the sales team to the D365 Sales app? Each correct answer presents part of the solution. NOTE: Each correct selection is worth one point.

- A. In order to export segment of customers who have DOB to Dynamics 365 Sales to create marketing lists, a connection to the Dynamics 365 Sales environment must be configured.
- B. Contacts do not have to be present in Dynamics 365 Sales because the export process will create new contact records if they do not already exist.
- C. In order to export segment of customers who have Loyalty email to Dynamics 365 Sales, a connection to the Dynamics 365 Sales environment must be configured.
- D. Dynamics 365 Sales Contacts must be ingested into audience insights as a data source and included in the unified customer profile.

Answer: A,D

Explanation:

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

4.You are a Customer Data Platform Specialist. The marketing team requested that customer cellphone numbers be added to the customer profile in audience insights. The customer cellphone numbers are stored in a separate table in the Azure Gen 2 Storage Account.

You decide to create the data source(s) needed in audience insights.

Which statements best describes the steps needed to ingest the required data to audience insights?

- A. In audience insights, under Data, select Data Sources, add data source and select Azure data lake storage as an import method, enter name as "Loyalty Cell Phone" and enter storage account name to authenticate. Repeat the steps for other tables.
- B. In audience insights, select Data Sources, add data source, enter "CellPhone" in the name field and click Next.
- C. In audience insights, add data source and select Azure data lake storage as an import method, enter "cellPhoneJoyalty1 as a data source name, and then enter the container name and method to

authenticate. Repeat the same steps for other tables.

D. In audience insights, add data source and select Microsoft Dataverse as an import method, enter "CellPhoneLoyalty" as a data source name.

Answer: C

Explanation:

There are three data sources containing customer profile data loaded to a dedicated storage account and container in the Azure Data Lake.

⇒ Ingesting Cell phone data- the requirement is to keep the name of the data sources aligned with the design document.

cellPhone_loyalty.csv: srcid (primary key), cellphone

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

5.DRAG DROP

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.	

Answer:

Actions

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.

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.

Select Loyalty member data sources on the incremental refresh settings page, enter srcid as a primary key for the table.

In Define the "last updated" field, select the timestamp field from customer profile table for Loyalty Member.

Set incremental refresh to every 2 days and Save.

Explanation:

Text

Description automatically generated