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Topic 1, Case Study 1

Case study

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General Overview

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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_loyalty.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.

1. 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.
2. 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.
3. The Sales team uses the Dynamics 365 Sales app but are not able to use segments generated in audience insights to generate marketing lists.

4. Marketing campaigns often sound redundant and inefficient as the same messaging is being sent to multiple members of the same household.
5. The Marketing team cannot create fully personalized communications due to missing Full Name in the unified customer record.
6. 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

1. 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.
2. Implement necessary changes to address the remaining pain points identified during the Leadership Team meeting.

Detailed Requirements

Pain Points

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- 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 2. 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 3. 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)

4. 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 5. 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 6. 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

QUESTION 1

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.

Select and Place:

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	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.
Select Loyalty member data sources on the incremental refresh settings page, enter lastname as a primary key for the table.	In Define the "last updated" field, select the timestamp field from customer profile table for Loyalty Member.
Set incremental refresh to every 2 weeks and Save.	Set incremental refresh to every 2 days and Save.

Explanation:

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

QUESTION 2

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 "cellPhone_loyalty" 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 date sources aligned with the design document. cellPhone_loyaly.csv: srcid (primary key), cellphone

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

QUESTION 3

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.

Select and Place:

Actions	Order
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	

ANSWER:

Actions	Order
	Ensure the cellPhone_loyalty, cellPhone_ec, and cellPhone_cc data in the Azure Data Lake is in Common Data Model format
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	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:

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/connect-common-data-model>

Topic 2, Case Study 2

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QUESTION 4

You are a Customer Data Platform Specialist. The marketing team wants to send personalized marketing emails to customers, but the customer FullName attribute has not been correctly populated as part of the profile unification process.

You update the Map process to include the loyalty.member.fullname, ecom.member.fullname, and cclubcust.member.full_name fields. Then, you map the fields to the Person.FullName semantic type. Audience insights automatically merges these fields into the FullName attribute on the Merge page.

What action should you perform to make sure the merged FullName field contains the most trusted data available?

- A. Edit the merged FullName field and combine fields by most recent based on timestamp in the source entity.
- B. Edit the merged FullName field and combine fields by least recent based on timestamp in the source entity.
- C. Separate the fields in the merged FullName field, create a new field, and add attributes in priority order.
- D. Edit the merged FullName field, combine fields by importance, and manually rank the source entities.

ANSWER: D

Explanation:

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

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

QUESTION 5

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.

Select and Place:

Actions	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.	
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.	

ANSWER:

Actions	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.
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.

Explanation:

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/merge-entities#groupprofiles-into-households-or-clusters>

QUESTION 6

You are a Customer Data Platform Specialist. Dynamics 365 Customer Insights (CI) users have complained that they are not able to quickly find customers using main demographic data points. You must ensure users are able to search customers using any of the available fields.

Which two statements define the actions that should be completed to satisfy this requirement? Each option represents a partial solution.

NOTE: Each correct selection is worth one point.

- A. Validate you have access to edit the Search and index pages in audience insights.
- B. On the Search and filter index pane, add Last Name, Full Name, Email, Cell Phone, Street Address, and DOB fields to Index. Click Save and Run.
- C. You must run Merge in order to view the newly added fields on the customer profile.
- D. On the Search and filter index pane. Add Last Name, FullName, Email, Home Phone, DOB fields to Index. Click Save and Run.

ANSWER: A B

Explanation:

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

Reference:

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

Topic 3, Case Study 3

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QUESTION 7

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>

QUESTION 8

You are a Customer Data Platform Specialist. The sales team asks you for an update on its requirement to be able to create a marketing list in Dynamics 365 Sales from audience insights data.

Which validation is necessary to satisfy the sales team's requirement?

- A. Validate ecom_email field is part of the Customer entity profile, and it is not merged with any other email from a different source.
- B. Validate loyalty_email field is part of the unified customer entity profile, and it is not merged with any other email from a different source.
- C. Validate email field is part of the Loyalty Member entity and can be used as a filter when building a segment for export to Dynamics 365 Sales.
- D. Validate all contacts ingested from Dynamics 365 Sales are included in the segment and the proper filter is applied.

ANSWER: B

Explanation:

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)

Topic 4, Mixed Questions

QUESTION 9

You are a Customer Data Platform Specialist. You need to create relationships to connect entities so that they can be further used in defining segments and measures by the marketing team.

Which three relationship types are available in audience insights? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Non-editable system relationships, created by the system as part of the data unification process
- B. Non-editable system relationships, which are created automatically from ingesting data sources
- C. Editable inherited relationships, created by the system as part of the data unification process
- D. Editable custom relationships, created and configured by users
- E. Non-editable inherited relationships, which are created automatically from ingesting data sources

ANSWER: A D E

Explanation:

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

QUESTION 10

You are a Customer Data Platform Specialist. Your company operates mainly in the business-to-business (B2B) space.

The chief marketing officer (CMO) asks you to implement audience insights and ensure that it can handle the company's B2B scenarios and data.

Which statement is correct when considering audience insights for business accounts versus individual consumers?

- A. The out-of-the-box product recommendation prediction model is available for business accounts.
- B. Data ingestion features are different for business accounts and individual customers.

C. Some enrichment types are available only for individual customer scenarios, while others are exclusively available for business accounts.

D. Business accounts and individual consumers share the same audience insights environment.

ANSWER: C

Explanation:

Reference: <https://docs.microsoft.com/en-us/dynamics365/customer-insights/audience-insights/work-with-business-accounts>

QUESTION 11

You are a Customer Data Platform Specialist. Your company's chief marketing officer (CMO) learns about Dynamics 365 Customer Insights engagement insights capability. Your CMO wants to understand how engagement insights can be used to enhance audience insights.

Which two statements describe the benefits of engagement insights? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. It allows you to collect, measure, and understand customer behavior on your website.

B. It allows you to create new customer profiles within engagement insights that can be exported to audience insights.

C. It allows you to send new customer leads directly to a marketing automation platform.

D. It allows you to link audience insights and engagement insights environments to enable bidirectional data flow.

ANSWER: A D

Explanation:

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

QUESTION 12

DRAG DROP

You are a Customer Data Platform Specialist. The chief marketing officer (CMO) asked you to look at different use cases as you are implementing the Customer Insights platform.

Which use case is applicable to either audience insights or engagement insights? To answer, drag the appropriate capability to the correct use case. Each capability 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 selection is worth one point.

Select and Place:

Audience Insights	Answer Area	
	A unified profile needs to be created from CRM customer data and sales data from the e-commerce solution.	
Engagement Insights	The marketing manager wants to create segments based on suggested brand affinities from people in a similar demographic.	
	Customer Service needs to be able to see deep profile insights within the Dynamics 365 Customer Service application.	
	The company wants to collect, measure, and understand customer behavior on their website to optimize the website journey.	
	The sales manager wants to identify paths that customers navigate on the website before they make a purchase.	

ANSWER:

Audience Insights	Answer Area A unified profile needs to be created from CRM customer data and sales data from the e-commerce solution. The marketing manager wants to create segments based on suggested brand affinities from people in a similar demographic. Customer Service needs to be able to see deep profile insights within the Dynamics 365 Customer Service application. The company wants to collect, measure, and understand customer behavior on their website to optimize the website journey. The sales manager wants to identify paths that customers navigate on the website before they make a purchase.	Audience Insights
Engagement Insights		Audience Insights
		Audience Insights
		Engagement Insights
		Engagement Insights

Explanation:

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

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

QUESTION 13

DRAG DROP

You are a Customer Data Platform Specialist. You are in the process of implementing audience insights as the Customer Data Platform (CDP) solution for your company.

Your manager asks you to give a short presentation for new users who will be using audience insights and explain some of the benefits that audience insights will offer them.

Which user group will take which benefit from audience insights? To answer, drag the appropriate user group to the correct benefit. 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 selection is worth one point.

Select and Place:

Audience insights administrators	Answer Area Be able to see complete insights into the 360-degree customer profiles and activities. Enrich customer information with insights from audience intelligence, such as brand affinity and interests. Cleanse and standardize customer data across multiple, unlinked sources with AI-powered recommendations. Have access to a rich collection of connectors to easily ingest customer data. Be able to build customizable profiles, define measures, create segments, and benefit from predictive analytics.	
Business users		
Business analysts		

ANSWER:

Audience insights administrators	Answer Area Be able to see complete insights into the 360-degree customer profiles and activities. Enrich customer information with insights from audience intelligence, such as brand affinity and interests. Cleanse and standardize customer data across multiple, unlinked sources with AI-powered recommendations. Have access to a rich collection of connectors to easily ingest customer data. Be able to build customizable profiles, define measures, create segments, and benefit from predictive analytics.	Business users
Business users		Audience insights administrators
Business analysts		Audience insights administrators
		Audience insights administrators
		Business analysts

Explanation:

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

QUESTION 14

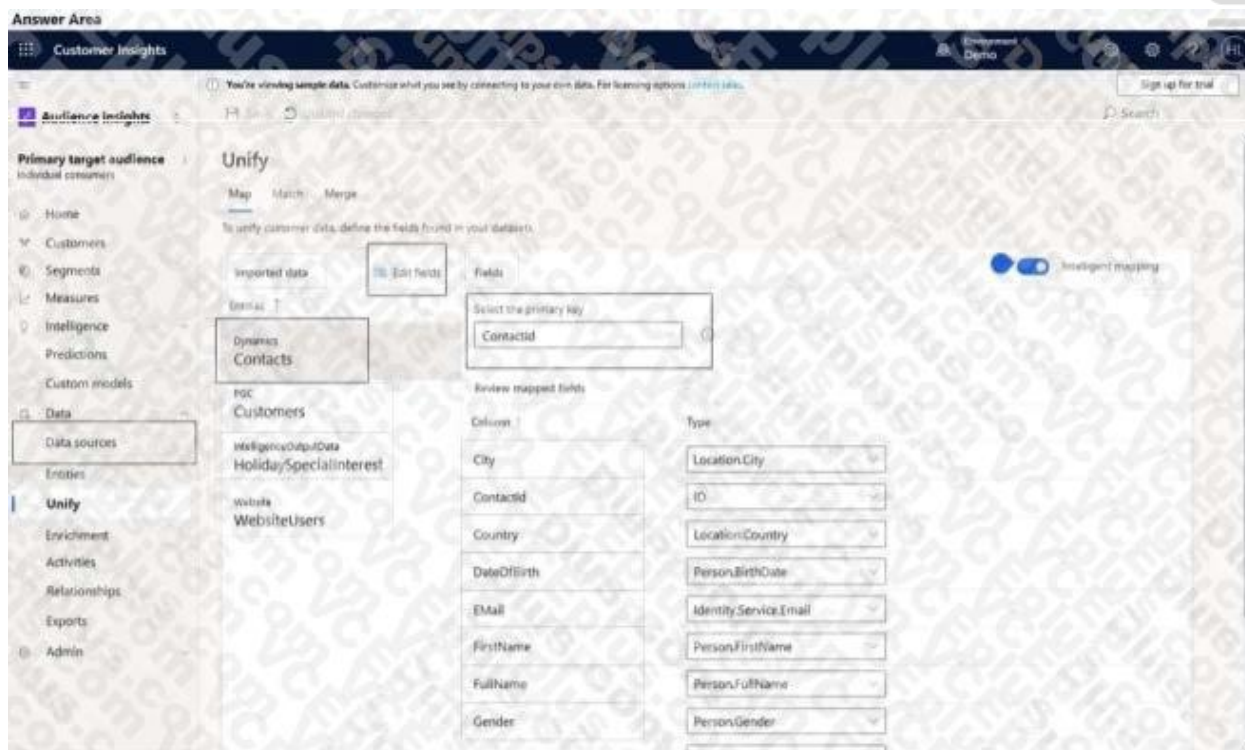
HOTSPOT

You are a Customer Data Platform Specialist. Your company has audience insights set up as their Customer Data Platform

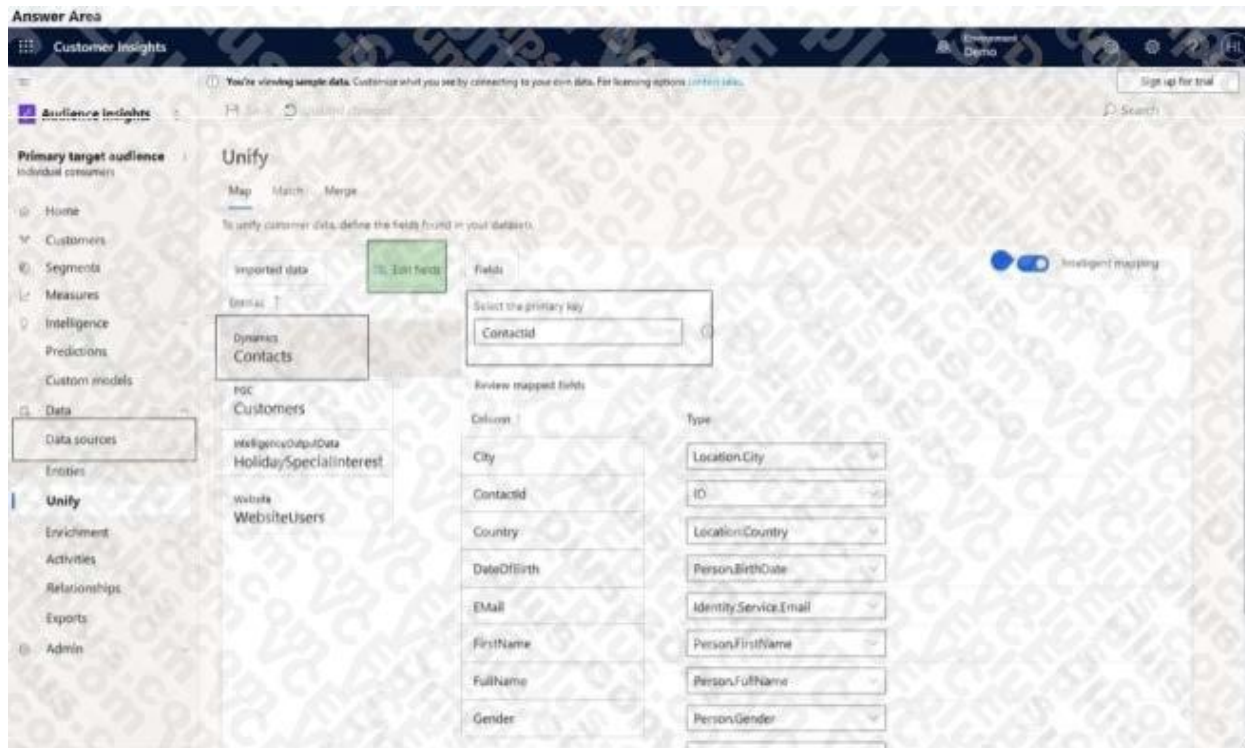
(CDP). The product owner entered a user story on your backlog to add data from the new loyalty solution into the CDP. You defined the data source. You are ready to add the loyalty contacts to the data unification process.

Which new data entity area should you select in the Map phase of the data unification process?

Hot Area:



ANSWER:



Explanation:

Reference: <https://powerobjects.com/customer-insights/microsoft-dynamics-365-contacts-to-customer-insights/>

QUESTION 15

You are a Customer Data Platform Specialist. You completed all the steps in the match phase of the data unification process in the audience insights. You need to review and validate your match results.

Which three metrics are available for you to validate the results? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

- A. Unique matched records
- B. Matched records only
- C. Matched and non-matched records
- D. Unique source records
- E. All source records

ANSWER: B C D

Explanation:

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

QUESTION 16

You are a Customer Data Platform Specialist. You are in the process of implementing audience insights at a bank.

You finished setting up the different initial data sources. You are starting the unification process.

Which three tasks do you need to perform in the Mapping phase of the unification process? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. Identify the primary keys and semantic field types within the different entities.
- B. Identify the entities that you need to unify into a single profile.
- C. Identify the prioritization of similar fields between different entities.
- D. Select the fields you want to include the unified customer profile.
- E. Identify rules for duplication between different entities.

ANSWER: A B D

Explanation:

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

QUESTION 17

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

Which two statements correctly describe how audience insights handles the mapping of semantic types for entity attributes?

Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. Attributes that are automatically mapped to a semantic type cannot be remapped to a custom semantic type.
- B. Attributes must be mapped to the semantic type of ID in order to be used as a primary key for the entity.
- C. The "Define the data in the unmapped fields" section shows attributes that are not automatically mapped to a semantic type.
- D. The "Review mapped fields" section shows all attributes for which a semantic type is automatically identified.

ANSWER: D

Explanation:

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

QUESTION 18

You are a Customer Data Platform Specialist. Your organization is using Power Query when connecting to Data Sources in audience insights. You need to load eCommerce Contacts to audience insights.

Which statement about loading data to audience insights using Power Query is correct?

- A. You must create a separate Power Query data source for each entity you wish to ingest.
- B. Power Query automatically recognizes header rows in files when you use the Text/CSV connector.
- C. After you save a Power Query data source, you have to manually trigger the initial refresh process.
- D. You can add additional entities to the data source using Get Data functionality in the Power Query.

ANSWER: D

Explanation:

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

QUESTION 19

Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

You are a Customer Data Platform Specialist. Your company's information technology department (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?

A. Yes

B. No

ANSWER: B

Explanation:

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

QUESTION 20

Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

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

What should you do?

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

Does this meet the goal?

A. Yes

B. No

ANSWER: A

Explanation:

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

QUESTION 21

Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

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

What should you do?

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

Does this meet the goal?

A. Yes

B. No

ANSWER: B

Explanation:

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

QUESTION 22

Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

You are a Customer Data Platform Specialist. Your company's information technology department already ingested a CSV file with column names in the first row into audience insights. You are asked to clean and transform the data to get it ready for unification.

What can you do to satisfy the requirements?

Solution: Clean the data by transforming the first row to be used as headers, defining column types to be appropriate field types, and naming the query. Create a full name column if it does not exist by merging the columns for the first name and last name. Click "Next" and your data is now ready for unification.

Does this meet the goal?

A. Yes

B. No

ANSWER: A

Explanation:

Reference:

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

QUESTION 23

Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

You are a Customer Data Platform Specialist. Your company's information technology department already ingested a CSV file with column names in the first row into audience insights. You are asked to clean and transform the data to get it ready for unification.

What can you do to satisfy the requirements?

Solution: Clean the data by changing columns with numbers to integer number format, which includes fields such as price, number of purchases, and postal code. You should convert primary key to integer number field if it contains only numbers.

Click "Next" and your data is now ready for unification.

Does this meet the goal?

A. Yes

B. No

ANSWER: B

Explanation:

Reference:

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

QUESTION 24

Note: This question is part of a series of questions that present the same scenario. Each question in the series contains a unique solution that might meet the stated goals. Some question sets might have more than one correct solution, while others might not have a correct solution.

After you answer a question in this section, you will NOT be able to return to it. As a result, these questions will not appear in the review screen.

You are a Customer Data Platform Specialist. Your company's information technology department already ingested a CSV file with column names in the first row into audience insights. You are asked to clean and transform the data to get it ready for unification.

What can you do to satisfy the requirements?

Solution: Clean the data by removing any rows with nulls and deleting any leading zeros on the primary key. Click "Next" and your data is now ready for unification.

Does this meet the goal?

A. Yes

B. No

ANSWER: B

Explanation:

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

QUESTION 25

You are a Customer Data Platform Specialist. Your information technology (IT) team created the customer profile records by unifying the Account, Contact, and Web Account tables. After unification was complete, the team noticed that three relationships were created automatically (CustomerToContact, CustomerToAccount and CustomerToWebAccount). The team needs to know how they can configure and update these three relationships.

What feedback should you provide?

A. Relationships created via the unification process can be edited by those with contributor-level access.

B. You can edit each of the three relationships by clicking into the Relationship tab and selecting edit.

- C. You cannot edit any of the three relationships, as they are non-editable system relationships.
- D. Relationships created via the unification process can only be edited by those with administrator-level access.

ANSWER: C

Explanation:

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

QUESTION 26

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

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

NOTE: Each correct selection is worth one point.

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

ANSWER: B C

Explanation:

Reference:

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

QUESTION 27

You are a Customer Data Platform Specialist. Your company's information technology team wants to use the out-of-the-box customer lifetime value (CLV) machine learning (ML) capabilities that come with audience insights, but the team has some concerns about the suitability of their data. You need to confirm if their research about data requirements is correct.

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

NOTE: Each correct selection is worth one point.

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

ANSWER: A C

Explanation:

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

QUESTION 28

Your team developed and integrated a batch inferencing pipeline to audience insights. This allows for a new custom machine learning (ML) model to run and deliver new insights to your unified profiles data. Your team is manually running the custom machine learning workflows.

Which statement is correct about allowing your workflow to run automatically with every scheduled refresh?

- A. You can configure scheduled refreshes for audience insights from Azure ML where you developed the custom ML model.
- B. Your team can set up scheduled refreshes that allow your workflow to run automatically.
- C. Your team needs to manually trigger your custom machine learning workflows.
- D. Scheduled refreshes are not supported for custom machine learning models that are connected to audience insights.

ANSWER: B

Explanation:

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

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

QUESTION 29

You are a Customer Data Platform Specialist. You are configuring a workflow for a custom model using an Azure Machine Learning batch pipeline. Configuring this type of model requires different parameters than Machine Learning Studio (Classic) models.

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

NOTE: Each correct selection is worth one point.

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

ANSWER: B D

Explanation:

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

QUESTION 30

DRAG DROP

You are a Customer Data Platform Specialist. The marketing manager at your company wants to understand the training model performance for a customer lifetime value (CLV) model you configured.

What do the possible training model performance grades signify? To answer, drag the appropriate definition to the correct grade value. Each definition may be used once or not at all. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Select and Place:



The model accurately predicted fewer high-value customers as compared to the baseline model.	Answer Area	A	
The model accurately predicted at least 0-10% more high-value customers as compared to the baseline model.		B	
The model accurately predicted at least 10% more high-value customers as compared to the baseline model.		C	
The model accurately predicted between 0-5% more high-value customers as compared to the baseline model.			
The model accurately predicted at least 5% more high-value customers as compared to the baseline model.			
The model accurately predicted at least 25% more high-value customers as compared to the baseline model.			

ANSWER:

	Answer Area	A	The model accurately predicted at least 5% more high-value customers as compared to the baseline model.
The model accurately predicted at least 0-10% more high-value customers as compared to the baseline model.		B	The model accurately predicted between 0-5% more high-value customers as compared to the baseline model.
The model accurately predicted at least 10% more high-value customers as compared to the baseline model.		C	The model accurately predicted fewer high-value customers as compared to the baseline model.
The model accurately predicted at least 25% more high-value customers as compared to the baseline model.			

Explanation:

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

QUESTION 31

You are a Customer Data Platform Specialist. Your company implemented audience insights and Dynamics 365 Marketing.

One of the data sources is the behavioral data from Dynamics 365 Marketing.

You are reviewing the segment requirements with the marketing team. The marketing team wants the segments to exclude people who already received a commercial email in the last seven days. The marketing team creates segments in audience insights and Dynamics 365 Marketing.

Which option is the fastest way to fulfill the requirement?

A. Create single dynamic segments in both audience insights and Dynamics 365 Marketing of customers who received a commercial email in the last seven days. Users can add an except rule with contacts from that segment in other individual segments.

B. Create audience insights and Dynamics 365 Marketing segment templates that include the rule of contacts that received a commercial email in the last seven days.

C. Create a single dynamic segment in audience insights of customers who received a commercial email in the last seven days. Make sure the segment is exported to Dynamics 365 Marketing. Users can add an except rule with contacts from that segment in other individual segments.

D. Create an audience insights quick segment that includes the rule of contacts that received a commercial email in the last seven days. Make sure the quick segment is exported to Dynamics 365 Marketing.

ANSWER: C

Explanation:

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

QUESTION 32

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

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

What is needed to ensure that this measure is created as a business-level measure instead of a customer-level measure?

- A. Use the default "CustomerID" dimension when creating the measure.
- B. Use the default "AccountID" dimension when creating the measure.
- C. Remove the default "AccountID" dimension when creating the measure.
- D. Remove the default "CustomerID" dimension when creating the measure.

ANSWER: D

Explanation:

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

QUESTION 33

You are a Customer Data Platform Specialist. Your organization recently implemented audience insights. You need to create a measure using the 'Average Transaction Value' template to track the average spent by a customer.

As part of the process of creating the measure, you need to add data and map it to the data from the Unified Activity entity.

When you are setting up the measure, which two steps should you perform to complete this task? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

- A. Choose the attribute representing the Transaction value from the Unified Customer entity.
- B. Choose the attribute representing the Transaction value from the Unified Activity entity.
- C. Choose an activity type and select the entity with transactional data.
- D. Choose either the Account or Contact entity to get the related transactional data.

ANSWER: B C

Explanation:

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

QUESTION 34

You are a Customer Data Platform Specialist.

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

1. All customers that live in Paris, France
 2. 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.

- A. Measures
- B. Enrichments
- C. Intelligence
- D. Profiles
- E. Data entities

ANSWER: A D

Explanation:

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

QUESTION 35

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.	

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.
	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.	Select Run to calculate results for the configured measure, and save your measurements.
In the configuration area, choose COUNT as the aggregation function. Select the order line entity and add the amount field.	

Explanation:

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

QUESTION 36

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.	

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.

Explanation:

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

QUESTION 37

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

ANSWER: B D E

Explanation:

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

QUESTION 38

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.

ANSWER: D

Explanation:

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

QUESTION 39

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.

ANSWER: A B

Explanation:

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

QUESTION 40

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.

ANSWER: A B

Explanation:

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

QUESTION 41

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

ANSWER: A

Explanation:

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

QUESTION 42

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.

ANSWER: D

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 43

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.

ANSWER: A C

Explanation:

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

QUESTION 44

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.

ANSWER: B C

Explanation:

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

QUESTION 45

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.

ANSWER: A

Explanation:

Reference:

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

QUESTION 46

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.

ANSWER: C D

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 47

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.	

ANSWER:

Actions	Order
	In audience insights, go to Admin > System and select the Schedule tab.
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.
	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.

Explanation:

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

QUESTION 48

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.

ANSWER: C D

Explanation:

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

QUESTION 49

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

ANSWER: A

Explanation:

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

QUESTION 50

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.

ANSWER: A D

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>

