EXAMTOPICS

- Expert Verified, Online, **Free**.

Custom View Settings

Topic 1 - Question Set 1

Question #1 *Topic 1*

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

Question #2 *Topic 1*

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.

Question #3 *Topic 1*

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.

Question #4 — *Topic 1*

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:

Capabilities
Audience Insights
Engagement Insights

Answer Area

Use case	
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.	

Question #5 — *Topic 1*

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:

User groups
Audience insights administrators
Business users
Business analysts

Answer Area

Benefit	
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.	

Question #6 *Topic 1*

Some members from the IT department want to learn more about using Microsoft Azure Synapse Analytics to analyze Microsoft Dynamics 365 Customer Insights data.

The IT department needs to understand the key considerations when analyzing Dynamics 365 Customer Insights data using Azure Synapse Analytics.

Which three key points should the IT department consider? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Data sources based on a Common Data Model folder are supported when configuring an export to Azure Synapse Analytics.

B. Administrator role access in Dynamics 365 Customer Insights is required to set up the connection between Dynamics 365 Customer Insights and Azure Synapse Analytics.

C. Scheduled refreshes prevent the update of any existing configured Azure Synapse connection.

D. Data can be exported to Azure Synapse Analytics on demand, or every time there is a scheduled refresh.

E. Dynamics 365 Customer Insights data can be ingested and used in Azure Synapse.

Question #7 *Topic 1*

A company operates mainly in the business-to-business (B2B) space. You are implementing Microsoft Dynamics 365 Customer Insights.

You need to ensure that Dynamics 365 Customer insights can handle the company's B2B scenarios and data.

What should you take into consideration when setting up business accounts versus individual consumers?

A. Rolling up sub accounts is not supported when creating measures for business accounts.

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

C. Data unification for business accounts includes a step that automatically attempts to configure an account hierarchy.

D. Data ingestion features are different for business accounts and individual customers.

Question #8 *Topic 1*

You work for a company that sells pet accessories. Your company sends personalized emails based on the customer's country and level of interest in cats and dogs.

You configure a Microsoft interests enrichment that has “dogs” and “cats” as selected interests. Your company's marketing team needs to know how to create a segment of customers in different countries who are more interested in dogs than cats.

You need to recommend the measure that the marketing team should use to build the segment.

Which output from the interests enrichment should you recommend?

A. Interest affinity score

B. Interest share of voice score

C. Interest share of voice country demographic segment

D. Interest affinity level

Question #9 *Topic 1*

Online orders are ingested into Microsoft Dynamics 365 Customer Insights through real-time data ingestion. Departments like customer service can see the orders directly in the Dynamics 365 Customer Insights timeline when it is added to the contact from in Dynamics 365. A service representative notices an error with the total order amount that is measured in Dynamics 365 Customer Insights. 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 data only has limited information and may include attributes like order value

C. Real-time ingested data first needs to be refreshed before the measures are updated

D. Real-time ingested activities show up in the timeline but are excluded from measure calculations

Question #10 *Topic 1*

A company operates mainly in the business-to-business (B2B) space. You are implementing Microsoft Dynamics 365 Customer Insights.

You need to ensure that Dynamics 365 Customer Insights can handle the company's B2B scenarios and data.

What should you take into consideration when setting up business accounts versus individual consumers?

A. The out-of-the-box product recommendation prediction model is available for business accounts.

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

C. Account hierarchies can only be used with segments and measures.

D. Business accounts and individual consumers share the same Dynamics 365 Customer Insights environment.

Question #11 *Topic 1*

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 -

Contoso Mobile Dog Spa operates a fleet of mobile grooming vans to provide dog grooming services. They operate in the cities (and surrounding metropolitan areas) of Atlanta, Chicago, New York City, Houston, and Seattle.

These grooming services are offered as packages at multiple price points, such as "basic bath" for $50 and "premium bath with nail trim" for $75.

Contoso also sells branded merchandise (hats, shirts, etc.) and dog accessories (toys, leashes, collars, etc.) through its own eCommerce website.

Customer Service and Marketing Overview. Customer Service

Contoso maintains a single contact center from which its customer service agents book appointments and handle customer complaints for each geographic market Contoso serves.

Customer service agents use Microsoft Dynamics 365 Customer Service to document inbound customer booking inquiries and complaints that are received via phone call, text message and web chat.

Customer service agents schedule grooming appointments using a third-party, web-based scheduling application.

Customer Service and Marketing Overview. Marketing

The marketing team manages an informational website and is responsible for running campaigns through web advertising platforms and social media channels. The marketing team also produces a weekly email newsletter that contains educational content relevant to dog owners as well as promotions for Contoso's services and products.

Contoso uses a third-party marketing automation platform to send email and SMS messages to customers. These communications currently include:

1. All unique email addresses from the booking system, ecommerce system and Dynamics 365 Customer Service receive the weekly email newsletter described above. The same customer will receive multiple emails if the customer is associated with different email addresses in different systems.
2. Customers receive SMS reminders the day before a scheduled grooming appointment.
3. Each customer who purchases grooming services is sent an email with a link to a satisfaction survey on the first Tuesday following the grooming appointment. The survey link is the same for all customers, and the survey requires customers to enter their names, phone numbers and (optionally) email addresses as part of the submission.

Customer Service and Marketing Overview. Challenges

Currently, the customer service team does not have any way to relate survey responses back to individual customer records in Microsoft Dynamics 365 Customer Service.

The marketing team cannot access customer feedback data collected by the customer service team. Both the customer service team and marketing team cannot access any data from the ecommerce system.

Business Objectives -

Contoso business leadership identifies three major objectives to address by the end of the current fiscal year:

1. Improve customer retention - Current customer attrition rates exceed 40 percent each month.
2. Maximize customer value for services - The leadership team believes customer service agents should be upselling more customers on premium grooming packages. The leadership team is also considering partnering with other organizations to offer related services like dog training and dog walking to its existing customers.
3. Maximize customer value for merchandise and accessory sales - Fewer than five percent of grooming customers have ever made a purchase from the ecommerce site. The leadership team believes there are significant opportunities for new revenue by increasing ecommerce sales.

Project Overview. Overview -

The customer service and marketing leaders believes a Microsoft Customer Data Platform will help achieve Contoso's business objectives.

The information technology (IT) team starts a pilot implementation of Microsoft Dynamics 365 Customer Insights.

Project Overview. Pilot Project -

The pilot implementation will use the following sources of data from Contoso's operational systems:

• Bookings - Customer demographic data and completed grooming appointments
• Web purchases - Customer demographic data and ecommerce purchases totals summarized by customer, type (branded merchandise or accessories) and date
• Survey responses - Respondent demographic data and response data
• Customer interactions - Customer demographic data, interaction history (phone calls, emails, web chat), customer feedback, and inquiries

There is no common customer key across the different data sources, and none of the customer tables store customer keys from the other sources. Every table in a specific data source can be associated back to a customer record from the same data source using the corresponding customer's primary key.

When managing system refreshes, Contoso requires data refreshes to begin within one hour of the scheduled arrival time for flat-file sources.

No Microsoft Azure storage services have been provisioned in support of the project, but the Customer Data Platform specialist may request the provisioning of any Azure services necessary to achieve the stated business objectives.

The goal of the pilot project is to demonstrate that Microsoft Dynamics 365 Customer Insights will provide marketing and customer service users with relevant data and insights. These data and insights will allow users to reduce churn, increase services revenue, and increase eCommerce spend.

Data Sources. Bookings -

This data source consists of two Parquet files that are uploaded to a secure file transport protocol (SFTP) site at noon (12 PM) and midnight (12 AM) every day.

1. Customers.parquet - customer id (primary key), name, customer physical address, city, state, postal code, phone number, residence type (“house”, “apartment”, etc.), email address
2. Appointments.parquet - appointment id (primary key), customer id, dog name, dog breed, appointment datetime, appointment price, grooming package name (“basic bath”, “premium bath”, etc.)

Data Sources. Web Purchases -

This data source consists of two CSV files that are programmatically uploaded to a SFTP site at midnight every day.

1. WebCustomers.csv - customer id (primary key), name, customer address, city, state, postal code, phone number, email address
2. TransactionTotals.csv - transaction id (primary key), customer id, merchandise total price, accessories total price, transaction datetime

Data Sources. Survey Responses -

This data source consists of two JSON files that are programmatically uploaded to a Microsoft SharePoint folder container at 6 PM every Friday.

1. Respondents.json - customer id (primary key), name, phone number, email address
2. Responses.json - response id (primary key), customer id, satisfaction score (1-5), comments, response date

Note: The satisfaction survey asks for a single satisfaction score on a scale of 1 to 5, with 1 meaning extremely dissatisfied and 5 meaning extremely satisfied. Respondents may optionally include comments.

Data Sources. Customer Interactions

This data source consists of a connection to data from the Contoso Dynamics 365 Customer Service application through a Microsoft Dataverse managed data lake. The relevant tables are all system tables.

1. Contacts - all system attributes are available
2. Activities - all system attributes are available
3. Cases (Incidents) - all system attributes are available

Note: Customer inquiries and feedback are stored as case (incident) records in the customer service application. Inquiries are tracked using the standard “question” case type value, and feedback are tracked using the standard “problem” case type value.

The IT manager at Contoso wants to extend Microsoft Dynamics 365 Customer Insights using Microsoft Power Platform.

Based on the data available in the pilot implementation, you need to provide the requirement that can be satisfied using out-of-the-box Power Platform capabilities.

What should you recommend?

A. Use a canvas app to show mobile groomers a list of survey score responses and dates.

B. Use a canvas app to show interests from the out-of-the-box Microsoft enrichment source.

C. Use Microsoft Power Automate to post a Microsoft Teams message when the number of members in a segment falls below a certain threshold.

D. Use Microsoft Power Automate to post a Microsoft Teams message when average daily revenue for collar purchases exceeds $500.

Question #12 *Topic 1*

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 -

Contoso Mobile Dog Spa operates a fleet of mobile grooming vans to provide dog grooming services. They operate in the cities (and surrounding metropolitan areas) of Atlanta, Chicago, New York City, Houston, and Seattle.

These grooming services are offered as packages at multiple price points, such as "basic bath" for $50 and "premium bath with nail trim" for $75.

Contoso also sells branded merchandise (hats, shirts, etc.) and dog accessories (toys, leashes, collars, etc.) through its own eCommerce website.

Customer Service and Marketing Overview. Customer Service

Contoso maintains a single contact center from which its customer service agents book appointments and handle customer complaints for each geographic market Contoso serves.

Customer service agents use Microsoft Dynamics 365 Customer Service to document inbound customer booking inquiries and complaints that are received via phone call, text message and web chat.

Customer service agents schedule grooming appointments using a third-party, web-based scheduling application.

Customer Service and Marketing Overview. Marketing

The marketing team manages an informational website and is responsible for running campaigns through web advertising platforms and social media channels. The marketing team also produces a weekly email newsletter that contains educational content relevant to dog owners as well as promotions for Contoso's services and products.

Contoso uses a third-party marketing automation platform to send email and SMS messages to customers. These communications currently include:

1. All unique email addresses from the booking system, ecommerce system and Dynamics 365 Customer Service receive the weekly email newsletter described above. The same customer will receive multiple emails if the customer is associated with different email addresses in different systems.
2. Customers receive SMS reminders the day before a scheduled grooming appointment.
3. Each customer who purchases grooming services is sent an email with a link to a satisfaction survey on the first Tuesday following the grooming appointment. The survey link is the same for all customers, and the survey requires customers to enter their names, phone numbers and (optionally) email addresses as part of the submission.

Customer Service and Marketing Overview. Challenges

Currently, the customer service team does not have any way to relate survey responses back to individual customer records in Microsoft Dynamics 365 Customer Service.

The marketing team cannot access customer feedback data collected by the customer service team. Both the customer service team and marketing team cannot access any data from the ecommerce system.

Business Objectives -

Contoso business leadership identifies three major objectives to address by the end of the current fiscal year:

1. Improve customer retention - Current customer attrition rates exceed 40 percent each month.
2. Maximize customer value for services - The leadership team believes customer service agents should be upselling more customers on premium grooming packages. The leadership team is also considering partnering with other organizations to offer related services like dog training and dog walking to its existing customers.
3. Maximize customer value for merchandise and accessory sales - Fewer than five percent of grooming customers have ever made a purchase from the ecommerce site. The leadership team believes there are significant opportunities for new revenue by increasing ecommerce sales.

Project Overview. Overview -

The customer service and marketing leaders believes a Microsoft Customer Data Platform will help achieve Contoso's business objectives.

The information technology (IT) team starts a pilot implementation of Microsoft Dynamics 365 Customer Insights.

Project Overview. Pilot Project -

The pilot implementation will use the following sources of data from Contoso's operational systems:

• Bookings - Customer demographic data and completed grooming appointments
• Web purchases - Customer demographic data and ecommerce purchases totals summarized by customer, type (branded merchandise or accessories) and date
• Survey responses - Respondent demographic data and response data
• Customer interactions - Customer demographic data, interaction history (phone calls, emails, web chat), customer feedback, and inquiries

There is no common customer key across the different data sources, and none of the customer tables store customer keys from the other sources. Every table in a specific data source can be associated back to a customer record from the same data source using the corresponding customer's primary key.

When managing system refreshes, Contoso requires data refreshes to begin within one hour of the scheduled arrival time for flat-file sources.

No Microsoft Azure storage services have been provisioned in support of the project, but the Customer Data Platform specialist may request the provisioning of any Azure services necessary to achieve the stated business objectives.

The goal of the pilot project is to demonstrate that Microsoft Dynamics 365 Customer Insights will provide marketing and customer service users with relevant data and insights. These data and insights will allow users to reduce churn, increase services revenue, and increase eCommerce spend.

Data Sources. Bookings -

This data source consists of two Parquet files that are uploaded to a secure file transport protocol (SFTP) site at noon (12 PM) and midnight (12 AM) every day.

1. Customers.parquet - customer id (primary key), name, customer physical address, city, state, postal code, phone number, residence type ("house", "apartment", etc.), email address
2. Appointments.parquet - appointment id (primary key), customer id, dog name, dog breed, appointment datetime, appointment price, grooming package name ("basic bath", "premium bath", etc.)

Data Sources. Web Purchases -

This data source consists of two CSV files that are programmatically uploaded to a SFTP site at midnight every day.

1. WebCustomers.csv - customer id (primary key), name, customer address, city, state, postal code, phone number, email address
2. TransactionTotals.csv - transaction id (primary key), customer id, merchandise total price, accessories total price, transaction datetime

Data Sources. Survey Responses -

This data source consists of two JSON files that are programmatically uploaded to a Microsoft SharePoint folder container at 6 PM every Friday.

1. Respondents.json - customer id (primary key), name, phone number, email address
2. Responses.json - response id (primary key), customer id, satisfaction score (1-5), comments, response date

Note: The satisfaction survey asks for a single satisfaction score on a scale of 1 to 5, with 1 meaning extremely dissatisfied and 5 meaning extremely satisfied. Respondents may optionally include comments.

Data Sources. Customer Interactions

This data source consists of a connection to data from the Contoso Dynamics 365 Customer Service application through a Microsoft Dataverse managed data lake. The relevant tables are all system tables.

1. Contacts - all system attributes are available
2. Activities - all system attributes are available
3. Cases (Incidents) - all system attributes are available

Note: Customer inquiries and feedback are stored as case (incident) records in the customer service application. Inquiries are tracked using the standard "question" case type value, and feedback are tracked using the standard "problem" case type value.

The IT manager at Contoso wants to develop an internal administration website that will connect to the Microsoft Dynamics 365 Customer Insights REST API. The manager asks you about several possible use cases.

You need to explain which actions are possible using the capabilities of the REST API.

Which three actions can the API perform? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Update a customer's predicted churn score.

B. Update a customer's residence type.

C. Define a new measure for total accessory spend.

D. Delete an existing data source.

E. Add a new data source to be ingested.

Question #13 *Topic 1*

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 USA 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, and bicycle parts. The company also offers bicycle fitting and repair services.

The customer base varies from professional cyclists, individual leisure riders to families. The business recently experienced unprecedented growth of over 2000 percent, bringing the total number of customers to 10,000. The company decided to invest in Microsoft Dynamics 365 Customer Insights and Dynamics 365 Sales mobile app to unify customer data and improve sales.

Data Sources. ADVCUSTOMERS Common Data Model Folder

AdventureWorks uses Microsoft Azure Data Factory pipelines to export demographic data from its customer loyalty, ecommerce and cycling club membership management systems to a Common Data Model (CDM) folder named ADVCUSTOMERS that is stored in a Microsoft Azure Data Lake Gen 2 container named ADVDEMO9345 in the West USA region.

The following list describes the entities in this CDM folder:
• LoyaltyMember - contains customer profile information associated with in-store purchases. o It includes the following attributes: srcid (primary key), firstname, lastname, fullname, addressstreet, city, postalcode, state, homephone, emailaddress, datecreated, timestamp
• EcommerceCustomer - contains customer profile information from online purchases. o It includes the following attributes: ecid (primary key), firstname, last name, fullname, emailaddress, homephone, streetaddress, city, postalcode, state, datecreated, timestamp
• ClubMember - contains profile information for cycling club members. o It includes the following attributes: ccic (primary key) fullname, emailaddress, streetaddress1, city, postal_code, state, datecreated, timestamp
• SurveyResponse - contains customer satisfaction scores on a scale from 1-10 (1 being extremely dissatisfied and 10 being extremely satisfied). o It includes the following attributes: svid (primary key), emailaddress, responsedate, score.

Data Sources. WEBSTATS Common Data Model Folder

AdventureWorks' website page views for authenticated ecommerce customers and cycling club members are stored in a CDM folder named WEBSTATS that is stored in an Azure Data Lake Gen 2 container named WEBDATA119 in the Central US region.

This folder contains an entity named PageViews that includes the following fields: emailaddress, pageurl. visitdate, productcategory.

Data Sources. Additional Information

AdventureWorks uses Dynamics 365 Sales as its sales CRM application, and its data is stored in Microsoft Dataverse.

Cycling club event logistics and member attendance are managed in an Azure SQL database. Attendance is tracked in a single table named EventAttendee that includes the following fields: emailaddress, eventdate, eventaddress, eventcity, eventstate, eventpostalcode, lastupdated (timestamp).

The ClubMember entity contains records of existing customers, as well as individuals who have not made a purchase from AdventureWorks. There are approximately 500,000 records in this entity, and there are approximately 5 million records in the EventAttendee table.

Current Configuration -

AdventureWorks currently has a single Dynamics 365 Customer Insights environment. This environment is named ADWProd, and it is configured as a B-to-C production environment in the West USA region.

The following data sources have been configured:
1. To ingest the LoyaltyMember, EcommerceCustomer and ClubMember entities described in the Data Sources section of this case study.
2. For Dynamics 365 Sales contact records using a Dataverse managed data lake connector.
3. For the EventAttendee table using a Power Query connection.

Profile unification has been configured to perform map, match and merge for non-primary key attributes with identical semantic types from the LoyaltyMember, EcommerceCustomer and ClubMember entities. Creation dates and timestamps were intentionally left unmapped. Some additional attributes were accidentally excluded from the merge process. These attributes are listed in the Pain Points section of this case study.

The search and filter index has been configured to include FullName, City, State and PhoneNumber as search fields. The State field is enabled tor filtering based on frequency and will show up to 10 options.

All members of the AdventureWorks marketing team have been granted access to the ADWProd environment.

Pain Points -

The AdventureWorks leadership team has identified several issues that need to be addressed to support current growth and ensure customer satisfaction.

1. Attributes for first name and postal code were included in the mapping process, but they were accidentally excluded from the merge process.
2. Multiple copies of printed catalogs are being sent to members of the same household resulting in wasted printing and mailing costs.
3. A segment export to Dynamics 365 Sales has been configured, but the sales team reports the associated marketing lists has zero members.
4. Ingesting the EventAttendee table takes significantly longer than ingesting any other data source, and it causes significant delays for completion of scheduled refreshes.

Goals and Objectives -

1. The marketing team wants to start hosting invitation-only webinars to promote upcoming product launches. Invitations for these webinars should be restricted to customers who have responded favorably to a customer satisfaction survey.
2. The marketing team wants to email coupons to customers based on the types of products they view on the AdventureWorks website.
3. The IT operations team wants to minimize the amount of time required to complete a scheduled refresh.

Detailed Requirements -

1. Only one copy of a catalog should be sent per household. AdventureWorks defines a household as all customers who share the same last name, street address, city and state.
2. Sales users are expected to call customers who are included in the loyalty system but do not have a populated email address in the loyalty system.
3. All marketing emails must include the customer's first name in the subject field, if it is available in the source data.
4. Marketing team members must be able to search for customer profiles in Microsoft Dynamics 365 Customer Insights by full name, email

address, phone number, city, state, and postal code.
5. All members of the marketing team who can access a production Dynamics 365 Customer Insights environment should also have access to its corresponding testing environment.
6. Data exports and scheduled refreshes are not allowed in test environments.

You want to address the IT operations team's goal.

What is the first step you should take?

A. Configure incremental refresh for the ClubMember entity.

B. Recreate EventAttendee as a partitioned table.

C. Add a primary key to the PageViews entity.

D. Add a primary key to the EventAttendee table

Question #14 *Topic 1*

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.

Question #15 *Topic 1*

The marketing team uses Dynamics 365 Customer Insights – Data, and has started using Dynamics 365 Customer Insights – Journeys.

The team asked you how they can use the Customer Insights – Data to further personalize marketing operations.

You need to advise the marketing team.

Which three things do you tell the team? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Journey triggers can be created directly within Customer Insights – Data tables to trigger the start of a marketing journey.

B. You can directly engage every customer, regardless of whether the customer's data is a contact in Dynamics 365 Customer Insights – Journeys or a profile in Customer Insights - Data.

C. Measures from Customer Insights – Data can directly be added onto a contact form in a model-driven app without the card add-in.

D. Dynamic content can be configured based on measures such as loyalty status or any other measure you have captured in the unified customer profile.

E. Any segment from Customer Insights – Data can be selected to start a segment-based journey without adding the segment as part of the export connection.

Question #16 *Topic 1*

You consult for an organization that is implementing Dynamics 365 Customer Insights - data 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. Exports – a feature that allows ingestion of data from a wide variety of data sources external to the application.

B. Tables – a configurable structure that forms the basis of the forms that compose the user interface of Dynamics 365 Customer Insights – Data.

C. Relationships – a feature that enables a user to define connections between tables and generate a diagram of your data connections.

D. Segments – a configurable model for identifying vertical industry alignment of organizations and individuals within ingested data.

Topic 2 - Question Set 2

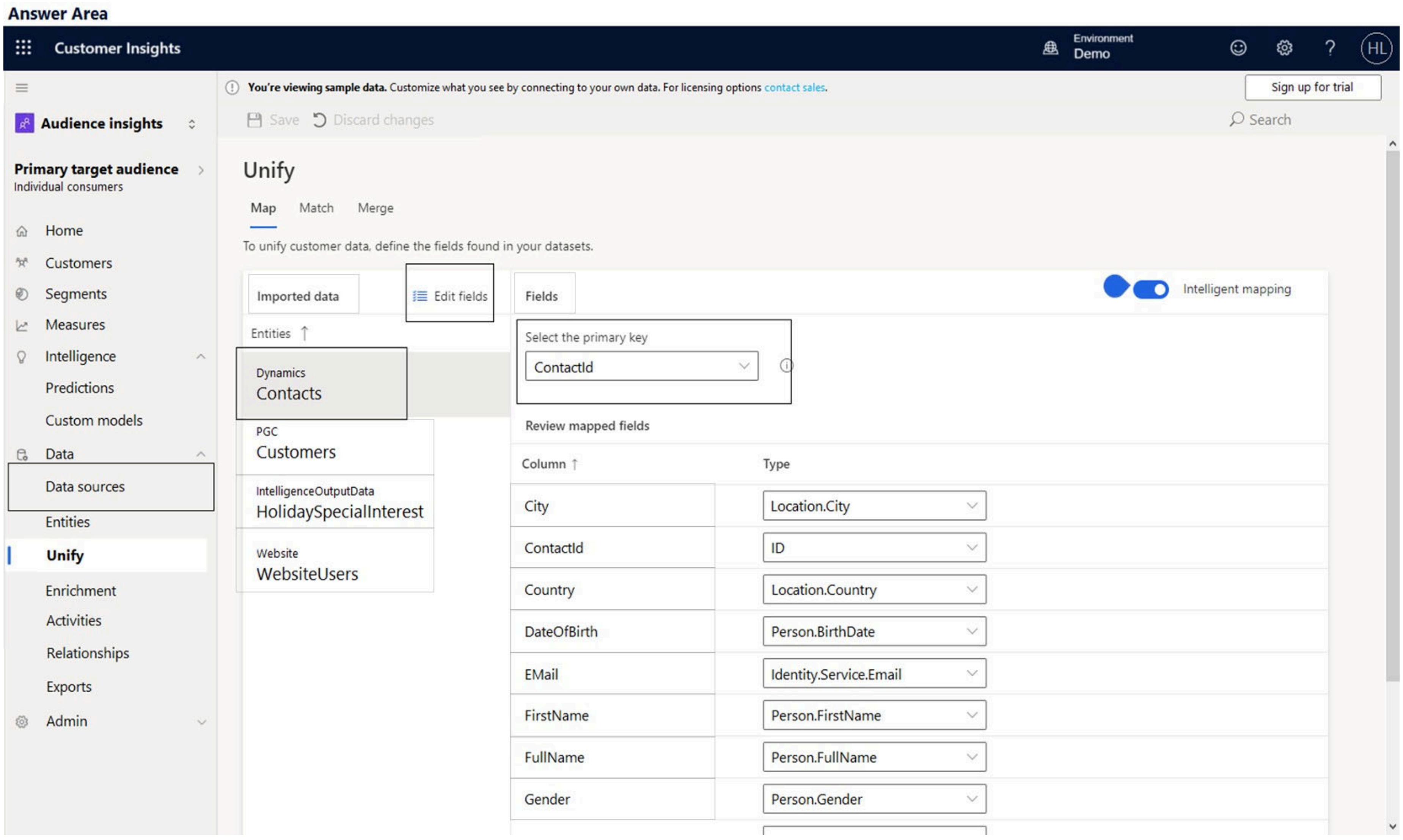
Question #1 *Topic 2*

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:



Question #2 *Topic 2*

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

Question #3 *Topic 2*

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.

Question #4 *Topic 2*

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 ג€Define the data in the unmapped fieldsג€ section shows attributes that are not automatically mapped to a semantic type.

D. The ג€Review mapped fieldsג€ section shows all attributes for which a semantic type is automatically identified.

Question #5 *Topic 2*

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.

Question #6 *Topic 2*

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

Question #7 *Topic 2*

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

Question #8 *Topic 2*

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

Question #9 *Topic 2*

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

Question #10 *Topic 2*

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

Question #11 *Topic 2*

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

Question #12 *Topic 2*

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 Microsoft Dynamics 365 Customer Insights.

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 Dynamics 365 Customer Insights to be ready for unification.

Solution: Transform the first row to be used as headers, define column types to be the appropriate field types and name the query. Select Next and your data is now ready for unification.

Does this meet the goal?

A. Yes

B. No

Question #13 *Topic 2*

DRAG DROP

-

An organization uses Microsoft Power Query when connecting to data sources in Microsoft Dynamics 365 Customer Insights. You add an eCommerce Contacts data source to Dynamics 365 Customer Insights. The table contains the Contact's date of birth (DOB).

You need to add an Age column, so that it is available in Dynamics 365 Customer Insights.

Which 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.

Actions	Order
Validate the query and select **Save** to refresh the data source in Dynamics 365 Customer Insights.	
In **Power Query - Edit queries**, complete necessary actions to add an Age column that contains calculated value based on DOB.	
In Dynamics 365 Customer Insights, select and edit the eCommerce Contacts data source.	
In Dynamics 365 Customer Insights, select and edit the eCommerce *Contacts* entity.	

Question #14 *Topic 2*

You are working on implementing data refreshes in Microsoft Dynamics 365 Customer Insights.

You need to make sure the Dynamics 365 Customer Insights processes run regularly through either manual on-demand refreshes or scheduled refreshes.

Which two statement apply to refreshing data in Dynamics 365 Customer Insights? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. If the data refreshes fail when running a scheduled refresh, all downstream processes stop with Failed or Skipped status.

B. It is possible to manually run on-demand data refreshes for one or more data sources even when a schedule is set.

C. When running on demand refresh, match and merge are automatically queued after the data source refresh completes.

D. Once data refreshes are in-progress, users can simultaneously run match and merge processes.

Question #15 *Topic 2*

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 make? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. When you configure a refresh schedule to run daily, you must define the time zone and time when the refresh needs to 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. To exclude a segment from a scheduled refresh, you must deactivate it before the scheduled refresh run.

Question #16 *Topic 2*

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 Power Query.

Which is an appropriate action to take when using Power Query to ingest data?

A. You can only add additional columns to the dataset in Power Query before the data source is created in Dynamics 365 Customer Insights.

B. You must create a separate Power Query data source for each entity you wish to ingest.

C. After you save a Power Query data source, you have to manually trigger the initial refresh process.

D. You must select Power Query as an import method when creating the data source.

Question #17 *Topic 2*

Historic legacy interactions are ingested using a CSV file as part of the data sources in Microsoft Dynamics 365 Customer Insights. The date when the interaction took place has the column name Interaction Date.

After the data is ingested and configured in Dynamics 365 Customer Insights, users are not able to select the logical date operator such as on or after when using the Interaction Date attribute in a segment rule.

You need to ensure users can use the correct date operators for the Interaction Date in the segment rules.

What should you do?

A. Ensure that the Interaction date attribute has the calendar.date semantic type.

B. Ensure that the data type of the column is set appropriately in Microsoft Power Query when setting up the data source.

C. Ensure that the data type of the attribute is set appropriately in the imported Dynamics 365 Customer Insights entity.

D. Ensure that the date format in the CSV file matches the format set in the System > General settings of Dynamics 365 Customer Insights.

Question #18 *Topic 2*

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

After you selected Run on the Merge page, you notice that you still need to rename a merged field.

What is the fastest way to perform the correction?

A. While the merge is running, separate and recombine the merged field. Rename it and run the merge process again.

B. Wait for the process to finish. Refresh the page, then rename the field and run the merge process again.

C. View the details of the running job and cancel the job from the side pane. Rename the field and run the merge process again.

D. Rename the field while the merge is in Refreshing status. Changes are still recorded during the current process.

Question #19 *Topic 2*

A company has Microsoft Dynamics 365 Customer Insights set up as the Customer Data Platform. The eCommerce application sends updates on customer purchases to Dynamics 365 Customer Insights through its real-time APIs. You configured eCommerce purchases to show on the customer activity timeline.

A marketing user reports that eCommerce purchases for customers seem to be disappearing from the customer activity timelines over time. The marketing user also notices that segments based on eCommerce purchases are not updating.

You need to explain why this is happening.

Which two explanations should you provide? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Real-time ingested activities will not update segments on the new activity directly.

B. Real-time ingested activity updates disappear after four hours by default.

C. Real-time ingested activity updates disappear after 30 days by default.

D. An additional API call is required to update a segment with real-time activity data.

Question #20 *Topic 2*

Your company is using Microsoft Dynamics 365 Customer Insights to deliver personalized customer experiences.

You notice in System > Status that the merge process shows a “Failure” status.

You need to determine the processes that depend directly on the successful completion of the merge process.

What are the three processes? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Segments

B. Data sources

C. Data preparation

D. Activities

E. Analysis preparation

Question #21 *Topic 2*

Your company implemented Microsoft Dynamics 365 Customer Insights as the Customer Data Platform, and you are assigned as an administrator. You monitor the status overview in the Administration section of the important product processes on a daily basis.

When the status does not show “Successful”, you must recognize the dependencies between refresh processes.

What are two of these dependencies?

NOTE: Each correct selection is worth one point.

A. The refresh of Insights is dependent on the search refresh being successfully processed.

B. The match refresh is dependent on all data sources being successfully processed.

C. The match refresh is dependent on data sources used in the match definition being successfully processed.

D. The refresh of Insights is dependent on segment refreshes being successfully processed.

Question #22 *Topic 2*

You need to set up the refresh schedule for Microsoft Dynamics 365 Customer Insights.

Which two interval periods are available? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Hourly

B. Monthly

C. Daily

D. Weekly

Question #23 *Topic 2*

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 Power Query.

Which is an appropriate action to take when using Power Query to ingest data?

A. If a system process uses a Power Query data source, you can simultaneously edit the data source.

B. You must create a separate Power Query data source for each entity you wish to ingest.

C. You can add additional entities to the data source using Get Data functionality in the Power Query.

D. You must use eCommerce contacts value m the name field when creating the data source.

Question #24 *Topic 2*

You are selecting the data sources for an incremental refresh.

You need to set up the incremental refresh for qualified data sources.

Which two points must you consider before doing the refresh? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. To set up a data source for incremental refresh in Dynamics 365 Customer Insights a user must be able to select the primary key for the table or the entities within the data source to complete configuration of the incremental refresh schedule.

B. Once a data source is ingested in Microsoft Dynamics 365 Customer Insights it can be set up for incremental refresh if the data is being updated in the source system and can be refreshed in Dynamics 365 Customer Insights on a defined schedule.

C. The user can set up an incremental refresh for the existing data source as long as it supports incremental updates. The data is ingested through Microsoft Power Query, and the table must have fields that contain a lastupdated date and a primary key.

D. The initial refresh for a data source configured for an incremental refresh will be a full refresh. All subsequent data refreshes will only update records in Dynamics 365 Customer insights based on inserts, updates and deletes in the data source.

Question #25 *Topic 2*

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 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

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 the eCommerce profiles entity to open the Power Query - Edit queries dialog

D. In Power Query, edit the queries dialog, and select the lastupdated column, select the Transform tab, change Data Type to Date, and select Save

Question #26 *Topic 2*

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 Power Query.

Which is an appropriate action to take when using Power Query to ingest data?

A. You can add additional entities to the data source using Get Data functionality in the Power Query.

B. After you save a Power Query data source, you have to manually trigger the initial refresh process.

C. You must create a separate Power Query data source for each entity you wish to ingest.

D. You must use eCommerce contacts value in the name field when creating the data source.

Question #27 *Topic 2*

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 Microsoft Dynamics 365 Customer Insights.

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 Dynamics 365 Customer Insights to be ready for unification.

Solution: Transform the first row to be used as headers, and remove any special characters or spaces from header row. Remove rows with missing primary keys, and name the query. Select Next and your data is now ready for unification.

Does this meet the goal?

A. Yes

B. No

Question #28 *Topic 2*

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 Microsoft Dynamics 365 Customer Insights.

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 Dynamics 365 Customer Insights 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

Question #29 Topic 2

HOTSPOT

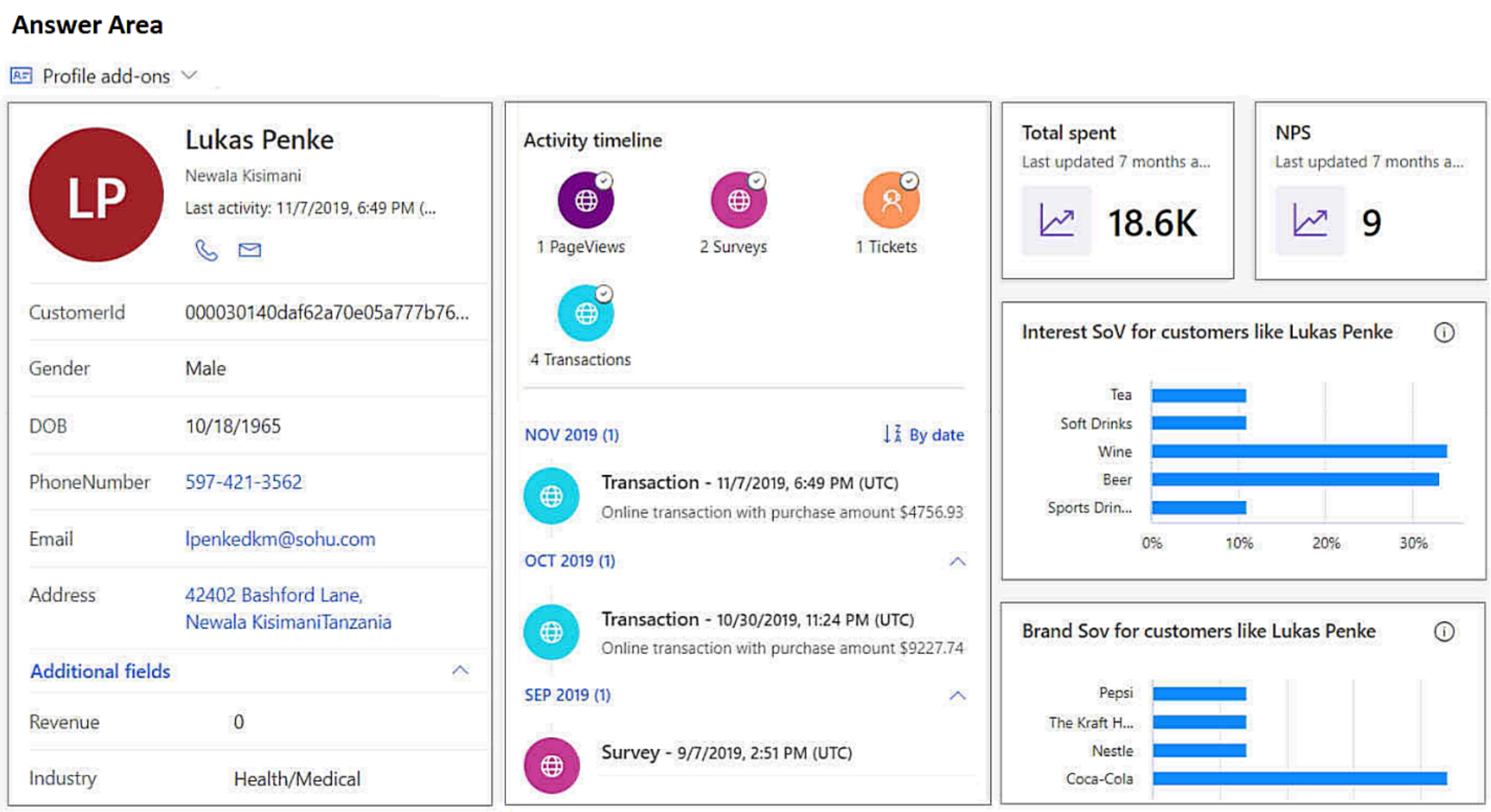
-

You have enabled real-time data ingestion in Microsoft Dynamics 365 Customer Insights.

You need to explain to your company's marketing team how the behavior of real-time data ingestion differs from the behavior of scheduled data ingestion.

Which four areas of the Unified Customer Profile will always remain unchanged after the completion of a real-time data operation?

NOTE: Each correct selection is worth one point.



Question #30 — *Topic 2*

Your company has Microsoft Dynamics 365 Customer Insights set up as their Customer Data Platform (CDP).

A product owner entered a user story on your backlog to add contacts from the new loyalty solution into the CDP. The data is prepared and exported daily as a CSV file into a shared location. From there, the data is ingested through the Microsoft Power Query connector.

You need to include the new loyalty Contact entity as part of the data unification process.

What should you do?

A. Select the imported Contact entity in the entity overview of Customer insights and mark the entity for unification. Make the entity available on the Source Fields page for unification.

B. Select the Contact entity directly in the imported data pane and select one attribute as a primary key after the data source is ingested. This includes the entity and attributes in the unification process.

C. Mark the Contact table as a unification source when ingesting the data using Power Query. Make the Contact entity available on the Source Fields page for unification.

D. Select the Contact entity and attributes from the edit fields pane on the Source Fields page after the data source is ingested. This includes the entity and attributes in the unification process.

Question #31 — *Topic 2*

You are implementing enrichment for customer profiles. Your organization is struggling with data quality and data standardization related to addresses.

The business reported the following issues related to customer addresses:
• The lack of standardized format.
• Invalid or incomplete addresses.
• Spelling mistakes.

Any enhancements to the data need to be easily accessible to the marketers and data science team. You decide to enrich customer profiles with Enhanced addresses enrichment.

You need to meet with the business to review the results and discuss which reported issues can be resolved with Enhanced addresses enrichment.

Which three Enhanced addresses enrichment facts should you highlight during the meeting? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Enhanced addresses enrichment outputs can be viewed on the Enrichment page.

B. Enhanced addresses enrichment data is written to a dedicated enrichment entity.

C. Enhanced addresses enrichment can validate a complete address.

D. Enhanced addresses enrichment can resolve data standardization and spelling issues.

E. Enhanced addresses enrichment can update the invalid portion of an address.

Question #32 *Topic 2*

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 -

Contoso Mobile Dog Spa operates a fleet of mobile grooming vans to provide dog grooming services. They operate in the cities (and surrounding metropolitan areas) of Atlanta, Chicago, New York City, Houston, and Seattle.

These grooming services are offered as packages at multiple price points, such as "basic bath" for $50 and "premium bath with nail trim" for $75.

Contoso also sells branded merchandise (hats, shirts, etc.) and dog accessories (toys, leashes, collars, etc.) through its own eCommerce website.

Customer Service and Marketing Overview. Customer Service

Contoso maintains a single contact center from which its customer service agents book appointments and handle customer complaints for each geographic market Contoso serves.

Customer service agents use Microsoft Dynamics 365 Customer Service to document inbound customer booking inquiries and complaints that are received via phone call, text message and web chat.

Customer service agents schedule grooming appointments using a third-party, web-based scheduling application.

Customer Service and Marketing Overview. Marketing

The marketing team manages an informational website and is responsible for running campaigns through web advertising platforms and social media channels. The marketing team also produces a weekly email newsletter that contains educational content relevant to dog owners as well as promotions for Contoso's services and products.

Contoso uses a third-party marketing automation platform to send email and SMS messages to customers. These communications currently include:

1. All unique email addresses from the booking system, ecommerce system and Dynamics 365 Customer Service receive the weekly email newsletter described above. The same customer will receive multiple emails if the customer is associated with different email addresses in different systems.
2. Customers receive SMS reminders the day before a scheduled grooming appointment.
3. Each customer who purchases grooming services is sent an email with a link to a satisfaction survey on the first Tuesday following the grooming appointment. The survey link is the same for all customers, and the survey requires customers to enter their names, phone numbers and (optionally) email addresses as part of the submission.

Customer Service and Marketing Overview. Challenges

Currently, the customer service team does not have any way to relate survey responses back to individual customer records in Microsoft Dynamics 365 Customer Service.

The marketing team cannot access customer feedback data collected by the customer service team. Both the customer service team and marketing team cannot access any data from the ecommerce system.

Business Objectives -

Contoso business leadership identifies three major objectives to address by the end of the current fiscal year:

1. Improve customer retention - Current customer attrition rates exceed 40 percent each month.
2. Maximize customer value for services - The leadership team believes customer service agents should be upselling more customers on premium grooming packages. The leadership team is also considering partnering with other organizations to offer related services like dog training and dog walking to its existing customers.
3. Maximize customer value for merchandise and accessory sales - Fewer than five percent of grooming customers have ever made a purchase from the ecommerce site. The leadership team believes there are significant opportunities for new revenue by increasing ecommerce sales.

Project Overview. Overview -

The customer service and marketing leaders believes a Microsoft Customer Data Platform will help achieve Contoso's business objectives.

The information technology (IT) team starts a pilot implementation of Microsoft Dynamics 365 Customer Insights.

Project Overview. Pilot Project -

The pilot implementation will use the following sources of data from Contoso's operational systems:

• Bookings - Customer demographic data and completed grooming appointments
• Web purchases - Customer demographic data and ecommerce purchases totals summarized by customer, type (branded merchandise or accessories) and date
• Survey responses - Respondent demographic data and response data
• Customer interactions - Customer demographic data, interaction history (phone calls, emails, web chat), customer feedback, and inquiries

There is no common customer key across the different data sources, and none of the customer tables store customer keys from the other sources. Every table in a specific data source can be associated back to a customer record from the same data source using the corresponding customer's primary key.

When managing system refreshes, Contoso requires data refreshes to begin within one hour of the scheduled arrival time for flat-file sources.

No Microsoft Azure storage services have been provisioned in support of the project, but the Customer Data Platform specialist may request the provisioning of any Azure services necessary to achieve the stated business objectives.

The goal of the pilot project is to demonstrate that Microsoft Dynamics 365 Customer Insights will provide marketing and customer service users with relevant data and insights. These data and insights will allow users to reduce churn, increase services revenue, and increase eCommerce spend.

Data Sources. Bookings -

This data source consists of two Parquet files that are uploaded to a secure file transport protocol (SFTP) site at noon (12 PM) and midnight (12 AM) every day.

1. Customers.parquet - customer id (primary key), name, customer physical address, city, state, postal code, phone number, residence type (“house”, “apartment”, etc.), email address
2. Appointments.parquet - appointment id (primary key), customer id, dog name, dog breed, appointment datetime, appointment price, grooming package name (“basic bath”, “premium bath”, etc.)

Data Sources. Web Purchases -

This data source consists of two CSV files that are programmatically uploaded to a SFTP site at midnight every day.

1. WebCustomers.csv - customer id (primary key), name, customer address, city, state, postal code, phone number, email address
2. TransactionTotals.csv - transaction id (primary key), customer id, merchandise total price, accessories total price, transaction datetime

Data Sources. Survey Responses -

This data source consists of two JSON files that are programmatically uploaded to a Microsoft SharePoint folder container at 6 PM every Friday.

1. Respondents.json - customer id (primary key), name, phone number, email address
2. Responses.json - response id (primary key), customer id, satisfaction score (1-5), comments, response date

Note: The satisfaction survey asks for a single satisfaction score on a scale of 1 to 5, with 1 meaning extremely dissatisfied and 5 meaning extremely satisfied. Respondents may optionally include comments.

Data Sources. Customer Interactions

This data source consists of a connection to data from the Contoso Dynamics 365 Customer Service application through a Microsoft Dataverse managed data lake. The relevant tables are all system tables.

1. Contacts - all system attributes are available
2. Activities - all system attributes are available
3. Cases (Incidents) - all system attributes are available

Note: Customer inquiries and feedback are stored as case (incident) records in the customer service application. Inquiries are tracked using the standard “question” case type value, and feedback are tracked using the standard “problem” case type value.

You are configuring the refresh schedule for Contoso’s Microsoft Dynamics 365 Customer Insights instance.

You need to ensure the files are processed and affected entities are updated.

What should you do?

A. Use the Microsoft Dynamics 365 Customer Insights API to initiate a refresh when a file update is received.

B. Create a daily schedule that runs at 1 AM and 1 PM, and a weekly schedule that runs every Friday at 7 PM.

C. Create a daily schedule that runs all processes for all files at 1 AM, 1 PM, and 7 PM.

D. Create a weekly schedule that runs all processes for all files every Friday1 AM, 1 PM, and 7 PM.

Question #33 *Topic 2*

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.

Question #34 *Topic 2*

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 Power Query.

Which is an appropriate action to take when using 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 save 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.

Question #35 *Topic 2*

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.

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

Question #36 *Topic 2*

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 information. Overview -

Blue Yonder Airlines created a new division named BY Excursions (BYE). BYE operates site-seeing tours and other excursions in vacation destinations across North America.

BYE is the product of the acquisition of three regional tour and excursion companies.

• Each of these regional operations have updated their branding.
• The three operations continue to maintain separate CRM systems for sales and customer service in their respective territories (East West and Central).
• Each regional operator offers different types of tours and excursions. For example, the East region currently offers boat tours, but the Central region does not.

General information. Technology footprint

BYE uses a single instance of Dynamics 365 Marketing for marketing automation, and it recently implemented Dynamics 365 Customer Insights as its CDP. Dynamics 365 Marketing and Customer Insights are not currently connected.

A corporate data lake is built on Azure Data Lake Gen 2. This data lake has two containers named “imports” and “exports.” The BYE data science team uses Azure Machine Learning Studio to build predictive models.

CRM data extracts. Overview -

An Azure Data Factory pipeline produces flat-file extracts of all customers, events, and survey response data from every regional CRM system, and copies them to the corporate data lake imports container daily. These extracts are produced in pipe-delimited text format and each type of extract file has the same schema. The pipeline runs at 1 a.m. US Eastern Standard Time (UTC -5). Each regional system extract has the same format.

CRM data extracts. Customers -

Customer data is represented as records in the Customer extract file. This file contains customer address and contact information. Because customers can make purchases in more than one region, the same customer may be represented in multiple regional extract files. Regional extracts may also contain multiple records corresponding to the same individual customer.

Each record in a single regional extract will have a unique customer number value. The customer number value is not guaranteed to be unique across all regional extracts. Each customer file contains fewer than 50,000 records.

CRM data extracts. Event tickets

Customer event ticket purchases are represented as records in the event tickets extract file. This file contains a unique ID value for every ticket purchase along with details such as event type, event date, purchase date and ticket cost.

CRM data extracts. Survey responses

Each customer is also sent a customer satisfaction survey after the conclusion of every event. The survey includes numeric rating of 1-5 (1 being least satisfied and 5 being most satisfied) and a free-text response field for the customers to share their impressions of the event.

The schema for the three files in each extract is shown below:

Customer		
Field Name	**Data Type**	**Notes**
CustomerNumber	Integer	primary key
FirstName	Text	
LastName	Text	
Occupation	Text	
EmailAddress	Text	
PhoneNumber	Text	
HomeAddress	Text	street address
City	Text	
StateProvince	Text	
PostalCode	Text	
Country	Text	possible values: United States, Canada, United Kingdom, Japan, Australia
Event Ticket		
Field Name	**Data Type**	**Notes**
PurchaseNumber	Integer	primary key
CustomerNumber	Integer	foreign key to Customer extract
EventTypeName	Text	possible values: walking tour, bus tour, boat tour, wine tasting, musical performance, cooking lesson
EventName	Text	User-friendly event name; includes date and location in text
EventDate	DateTime (yyyy-MM-dd hh:mm:ss)	time stored in UTC
PurchaseDate	DateTime (yyyy-MM-dd hh:mm:ss)	time stored in UTC
EventCost	Decimal	cost stored in USD
Survey Response		
Field Name	**Data Type**	**Notes**
ResponseNumber	Integer	primary key
PurchaseNumber	Integer	foreign key to Event Ticket extract
CustomerNumber	Integer	foreign key to Customer extract
EventRating	Integer	integer value from 1-5
CustomerComments	Text	free text comments field
ResponseDate	DateTime (yyyy-MM-dd hh:mm:ss)	time stored in UTC

Customer Insights configuration. Data sources

Your team is responsible for the configuration of Customer Insights. You are an Administrator in the environment.

Your team has configured a separate data source corresponding to the customer file extracts from each regional operation. Each data source uses a Microsoft Power Query text file connector to ingest the extract files. The Microsoft Enhanced Addresses enrichment has been enabled for each regional data source. The enrichment name for each region is the region name (East, West or Central) followed by "addresses."

Your team has also configured a fourth data source using Power Query to create consolidated files containing all event tickets and survey response records. These two new files have the same layout as the regional files. Customer email addresses are included in these files because customer numbers are not unique across regions.

Customer Insights configuration. Customer profiles

Your team has defined a Unified Customer Profile based on the three different customer extract files. The East and West regional customer extracts have deduplication rules configured with the default merge preferences and the following criteria:

1. Exact matches on LastName, HomeAddress, City and PostalCode.

2. Exact matches on FirstName, LastName, EmailAddress and normalized PhoneNumber.

The Central regional customer extract does not have any deduplication rules configured.

Your team has configured matching to start with the East region customer extract as the primary entity, then the Central region, then the West region. Each regional entity is configured to include all records, and subsequent entities match the previous entity using the following conditions:

1. Exact matches on LastName and normalized PhoneNumber.
2. Exact matches on normalized PhoneNumber, EmailAddress and Country.

Customer Insights configuration. Activities

Your team has added activities based on the event ticket and survey response extracts. Survey responses have been semantically mapped to the Feedback activity type, and event tickets have been semantically mapped to the SalesOrder activity type.

Customer Insights configuration. Measures and segments

Your team has not created any measures or segments.

Customer Insights configuration. Data exports

Your team has configured an export of the ConflationMatchPairs entity and attached it to a connection to the corporate data lake “exports” container.

Customer Insights configuration. Enrichments

In addition to the Enhanced Addresses enrichment mentioned previously, your team has configured a custom import enrichment that reads a file from a third-party vendor’s SFTP server.

Outbound email campaigns -

BYE uses Dynamics 365 Marketing's outbound marketing campaigns to send two types of commercial emails:

1. Post-purchase follow-up email - This email is sent the day after a customer purchases an event ticket. It contains generic information about upcoming events for the region. BYE leadership wants to replace the generic content with a personalized set of recommended event types the customer might want to consider. There are no restrictions on the types of events that can be recommended.
2. Post-event email - This email is sent the day after an event concludes, and it includes a link to the customer survey.

Data issues -

1. A significant number of BYE customers are duplicated in the regional file extracts. Manual review of a random sampling of duplicates returned the following findings: a. Duplicate records frequently have different values for street address such as inconsistencies in spelling and abbreviations for common words like “street,” “avenue,” “drive,” etc. b. Duplicate records typically share the same values for last name, email address, city, state or province, postal code, and country. c. Duplicate records typically do not share the same values for first name.
2. An automated process in the East regional CRM system recently updated the state or province component of several thousand customers’ addresses with incorrect values. All other components of these customers’ addresses are still presumed correct.
3. An automated process in the Central regional CRM system recently deleted the first name values for several hundred customers.

Predictive models -

The data science team has built inference pipelines in three different workspaces.

Your user account has the following access:

• Owner access to BYAEAML01

• Reader access to BYAEAML02
• User Access Administrator access to BYAEAML03

The table below shows the published pipelines in each workspace.

Pipeline name	Azure Machine Learning workspace	Pipeline type
ChurnScore	BYAEAML01	real-time inference
CustomCLV	BYAEAML02	batch inference
EventRecommendation	BYAEAML01	batch inference
EventTypePreference	BYAEAML03	real-time inference
WinePreference	BYAEAML03	real-time inference
MusicPreference	BYAEAML03	batch inference

Future enhancements -

The marketing team requests your team plan for two updates to BYE's Customer Insights instance:

1. Stop using the Enhanced Addresses enrichment and start using the Azure Maps enrichment.
2. Start sending an export of customer data to the same data broker that currently provides the custom enrichment. This would use the same SFTP server as the existing enrichment.

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

Question #37 *Topic 2*

DRAG DROP

-

You are reviewing the system status in Dynamics 365 Customer Insights – Data. 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, move the appropriate dependency types to the correct processes. Each dependency type may be used once, more than once, or not at all. You may need to move the split bar between panes or scroll to view content.

NOTE: Each correct match is worth one point.

Dependency Types	Processes	
Depends on segment refreshes	Search	
Depends on the merge process	Profiles	
Depends on tables	Enrichments	
	Exports destinations	
	Insights	

Question #38 *Topic 2*

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 CustomerInsightsCustomerCard solution.

Does this meet the goal?

A. Yes

B. No

Question #39 *Topic 2*

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

Question #40 *Topic 2*

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, go 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

Topic 3 - Question Set 3

Question #1 *Topic 3*

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.

Question #2 *Topic 3*

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.

Question #3 *Topic 3*

Your company is trying to map suppliers to retail stores in a many-to-many cardinality. Many suppliers can supply to one retail store and many retail stores can be supplied by one supplier. As part of the data source, a linking entity is available.

You need to provide guidance on creating many-to-many relationships for suppliers and retail stores.

What should you recommend?

A. Prior to ingestion into Microsoft Dynamics 365 Customer Insights, create an additional linking field that links the target to the source fields in the data entities.

B. Create and define a direct many-to-many relationships within the Relationships tab.

C. Microsoft Dynamics 365 Customer Insights can automatically identify and create many-to-many relationships within the Relationships tab.

D. Create two many-to-one relationships and select the linking entity in the table which connects both source entity and the target entity.

Question #4 *Topic 3*

Microsoft Dynamics 365 Customer Insights users report that they are not able to quickly find details on specific customers while searching customer profiles.

You need to explain how to use and configure the search and filter capabilities of Dynamics 365 Customer Insights.

Which two details should you share with the users? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Users with an Administrator role can add up to 25 custom fields to index and configure filtering for each one of the fields.

B. Only the fields that exist in the Customer Profile entity created during the data unification process are available for indexing.

C. Users with a Contributor role can add fields on the Search & filter index page in Dynamics 365 Customer Insights and configure how many filtered records to show.

D. You can only add a filter for a specific field from the Search & filter index page in Dynamics 365 Customer Insights.

Question #5 *Topic 3*

You are training the marketing team to use Microsoft Dynamics 365 Customer Insights. A member of the team wants to quickly filter contacts by home city.

You need to explain the filtering options in Dynamics 365 Customer Insights.

Which action is available to users?

A. Users can define the number of results and the order in which they will be organized.

B. Users can leave the Show up to field blank, and the system will show 10 options by default.

C. Users can define a group by rule for any type of field.

D. Users can sort filter options in frequency order from lowest to highest.

Question #6 *Topic 3*

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 configure and run the profile unification process merge step.

One of the merged attributes includes a field you need to remove from the unified profile.

Solution: Create a cluster for the merged attribute without the field you need to remove. Select Save and Run to process the changes.

Does this solution meet the goal?

A. Yes

B. No

Question #7 *Topic 3*

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 configure and run the profile unification process merge step.

One of the merged attributes includes a field you need to remove from the unified profile.

Solution: Highlight the field and select the Exclude icon. Select Save and Run to process the changes.

Does this solution meet the goal?

A. Yes

B. No

Question #8 *Topic 3*

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 configure and run the profile unification process merge step.

One of the merged attributes includes a field you need to remove from the unified profile.

Solution: Open the map configuration screen, deselect the field for mapping, and re-run the match.

Does this solution meet the goal?

A. Yes

B. No

Question #9 *Topic 3*

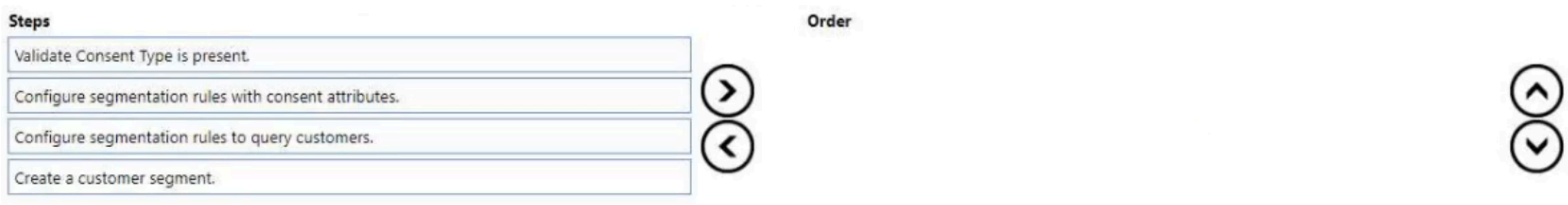
DRAG DROP

-

You are configuring Microsoft Dynamics 365 Customer Insights for a company that wants to ensure customer consent data is part of the unified customer record. You ingested relevant consent data sources, added these to the unification process and have set the appropriate relationships.

The Chief Marketing Officer (CMO) wants to include the process for adding customer consent to segmentation into training materials for the team.

You need to define the three-step process for the CMO. To answer, move all appropriate steps from the list of actions to the answer area and arrange them in the correct order.



Question #10 *Topic 3*

You have administrator rights in Microsoft Dynamics 365 Customer Insights. You completed the map-match-merge phases in the data unification process.

You need to perform the next step to view the unified customer profiles.

What should you configure?

A. Activities

B. Enrichment

C. Search & filter index

D. Segments

Question #11 *Topic 3*

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 entity within the match stage.

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

NOTE: Each correct selection is worth one point.

A. Choose the entity that has the most related entities.

B. Choose the entity that has several attributes in common with other entities.

C. Choose the entity with the most complete and reliable profile data about your customers.

D. Choose the Dynamics 365 contact entity when this is available as the data source.

Question #12

Topic 3

You are implementing Microsoft Dynamics 365 Customer Insights at a bank. After going through the unification process, you notice that customer cards appear nameless.

You need to resolve this problem and add the full name to the customer cards.

What should you do?

A. Within the merge stage, adjust the order for the Fullname field, where the first option is always filled.

B. Within the map stage map at least one field to the semantic type Person.FullName.

C. Within the merge stage, combine different name field into the Fullname field.

D. Within the map stage add a custom semantic type for Person.Fullname.

Question #13

Topic 3

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 configure and run the profile unification process merge step.

One of the merged attributes includes a field you need to remove from the unified profile.

Solution: Highlight the field and select the Separate field icon. Select Save and Run to process the changes.

Does this solution meet the goal?

A. Yes

B. No

Question #14

Topic 3

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 configure and run the profile unification process merge step.

One of the merged attributes includes a field you need to remove from the unified profile.

Solution: Highlight the field and place it at the bottom of the list using the Move down icon. Select Save and Run to process the changes.

Does this solution meet the goal?

A. Yes

B. No

Question #15 *Topic 3*

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 implementing Microsoft Dynamics 365 Customer Insights as your company's Customer Data Platform.

The initial dataset entities 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 entity 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 Dynamics 365 Customer Insights.

Solution: Adjust the first condition in the matching rule with the lowest precision.

Does this solve the problem?

A. Yes

B. No

Question #16 *Topic 3*

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 implementing Microsoft Dynamics 365 Customer Insights as your company's Customer Data Platform.

The initial dataset entities 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 entity 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 Dynamics 365 Customer Insights.

Solution: Enable Include all records when editing the entity during the match stage.

Does this solve the problem?

A. Yes

B. No

Question #17

Topic 3

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 implementing Microsoft Dynamics 365 Customer Insights as your company's Customer Data Platform.

The initial dataset entities 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 entity 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 Dynamics 365 Customer Insights.

Solution: Configure the eCommerce entity above the Dynamics 365 entity in the map phase.

Does this solve the problem?

A. Yes

B. No

Question #18

Topic 3

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.

Your organization is using Microsoft Dynamics 365 Customer Insights as a Customer Data Platform.

You are in the process of matching the entities as part of the data unification task. You completed all the steps in the match phase and selected Run to start the process.

While the matching algorithm is running in the background, you realize that you need to make some configuration changes in one of the match rules you created.

Solution: Select the status of the job, select Cancel job on the Progress details pane, and make the required changes.

Does this meet the goal?

A. Yes

B. No

Question #19 *Topic 3*

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.

Your organization is using Microsoft Dynamics 365 Customer Insights as a Customer Data Platform.

You are in the process of matching the entities as part of the data unification task. You completed all the steps in the match phase and selected Run to start the process.

While the matching algorithm is running in the background, you realize that you need to make some configuration changes in one of the match rules you created.

Solution: Select the run job, select Edit job on the Progress details pane, and make the required changes.

Does this meet the goal?

A. Yes

B. No

Question #20 *Topic 3*

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.

Your organization is using Microsoft Dynamics 365 Customer Insights as a Customer Data Platform.

You are in the process of matching the entities as part of the data unification task. You completed all the steps in the match phase and selected Run to start the process.

While the matching algorithm is running in the background, you realize that you need to make some configuration changes in one of the match rules you created.

Solution: Select the status of the job, select Draft job on the Progress details pane, and make the required changes.

Does this meet the goal?

A. Yes

B. No

Question #21 — *Topic 3*

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 implementing Microsoft Dynamics 365 Customer Insights as your company's Customer Data Platform.

The initial dataset entities 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 entity but only see eCommerce profiles that were able to be matched with Dynamics 365 contacts.

You need to ensdure that unmatched eCommerce customers are also added as a profile in Dynamics 365 Customer Insights.

Solution: Make eCommerce customers the primary entity in the match phase.

Does this solve the problem?

A. Yes

B. No

Question #22 — *Topic 3*

You are implementing Microsoft Dynamics 365 Customer Insights at a bank.

You finish setting up the different initial data sources, and start the unification process.

Which three tasks do you need to perform on the Source fields page during the unification process? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. Select the fields you want to include in the unified customer profile.

B. Identify the prioritization of similar fields between different entities.

C. Identify the entities that you need to unify into a single profile.

D. Identify rules for duplication between different entities.

E. Identify the primary keys and semantic field types within the different entities.

Question #23 *Topic 3*

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 from the side pane. Rename the field and run the unification process again.

B. Rename the field while the unification is in Refreshing status. Changes are still recorded during the current process.

C. Wait for the process to finish. Refresh the page, then rename the field and run the unification process again.

D. While the unification process is running, separate and recombine the Customer field. Rename it and run the unification process again.

Question #24 *Topic 3*

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. Most recent

B. Least recent

C. Importance

D. First imported

E. Most filled

Question #25 *Topic 3*

You have administrator rights in Microsoft Dynamics 365 Customer Insights. You completed the unification step in the data unification process.

You need to perform the next step to view the unified customer profiles.

What should you configure?

A. Activities

B. Enrichment

C. Search & filter index

D. Segments

Question #26 Topic 3

DRAG DROP

-

You work for a chain of hotels, and you have created a data source called PreferenceSystem to ingest consent data in Dynamics 365 Customer Insights in an entity called Consents.

The Consents entity 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: Customerinsights.* All records

and

Customer: Customerinsights.State 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.

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 [ ]

Question #27

Topic 3

You are implementing Microsoft Dynamics 365 Customer Insights for a telecommunications company and configuring merges.

The marketing team is launching campaigns to advertise bundle offers for customers who share the same address.

You have the following requirements:
• Ensure all customer profiles that share the same street address, city, zip code, and state are grouped into a cluster.
• Name the grouping sameaddress.
• Leverage prefilled criteria based on system recommendations while configuring the grouping.

You need to configure merges to meet the outlined requirements.

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

NOTE: Each correct selection is worth one point.

A. Create a new Household cluster type and name the cluster sameaddress.

B. Edit the default rule in the sameaddress cluster.

C. Create at least one rule for the sameaddress cluster.

D. Create a new Custom cluster type and name the cluster sameaddress.

Question #28 *Topic 3*

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 USA 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, and bicycle parts. The company also offers bicycle fitting and repair services.

The customer base varies from professional cyclists, individual leisure riders to families. The business recently experienced unprecedented growth of over 2000 percent, bringing the total number of customers to 10,000. The company decided to invest in Microsoft Dynamics 365 Customer Insights and Dynamics 365 Sales mobile app to unify customer data and improve sales.

Data Sources. ADVCUSTOMERS Common Data Model Folder

AdventureWorks uses Microsoft Azure Data Factory pipelines to export demographic data from its customer loyalty, ecommerce and cycling club membership management systems to a Common Data Model (CDM) folder named ADVCUSTOMERS that is stored in a Microsoft Azure Data Lake Gen 2 container named ADVDEMO9345 in the West USA region.

The following list describes the entities in this CDM folder:
• LoyaltyMember - contains customer profile information associated with in-store purchases. o It includes the following attributes: srcid (primary key), firstname, lastname, fullname, addressstreet, city, postalcode, state, homephone, emailaddress, datecreated, timestamp
• EcommerceCustomer - contains customer profile information from online purchases. o It includes the following attributes: ecid (primary key), firstname, last name, fullname, emailaddress, homephone, streetaddress, city, postalcode, state, datecreated, timestamp
• ClubMember - contains profile information for cycling club members. o It includes the following attributes: ccic (primary key) fullname, emailaddress, streetaddress1, city, postal_code, state, datecreated, timestamp
• SurveyResponse - contains customer satisfaction scores on a scale from 1-10 (1 being extremely dissatisfied and 10 being extremely satisfied). o It includes the following attributes: svid (primary key), emailaddress, responsedate, score.

Data Sources. WEBSTATS Common Data Model Folder

AdventureWorks' website page views for authenticated ecommerce customers and cycling club members are stored in a CDM folder named WEBSTATS that is stored in an Azure Data Lake Gen 2 container named WEBDATA119 in the Central US region.

This folder contains an entity named PageViews that includes the following fields: emailaddress, pageurl. visitdate, productcategory.

Data Sources. Additional Information

AdventureWorks uses Dynamics 365 Sales as its sales CRM application, and its data is stored in Microsoft Dataverse.

Cycling club event logistics and member attendance are managed in an Azure SQL database. Attendance is tracked in a single table named EventAttendee that includes the following fields: emailaddress, eventdate, eventaddress, eventcity, eventstate, eventpostalcode, lastupdated (timestamp).

The ClubMember entity contains records of existing customers, as well as individuals who have not made a purchase from AdventureWorks. There are approximately 500,000 records in this entity, and there are approximately 5 million records in the EventAttendee table.

Current Configuration -

AdventureWorks currently has a single Dynamics 365 Customer Insights environment. This environment is named ADWProd, and it is configured as a B-to-C production environment in the West USA region.

The following data sources have been configured:
1. To ingest the LoyaltyMember, EcommerceCustomer and ClubMember entities described in the Data Sources section of this case study.
2. For Dynamics 365 Sales contact records using a Dataverse managed data lake connector.
3. For the EventAttendee table using a Power Query connection.

Profile unification has been configured to perform map, match and merge for non-primary key attributes with identical semantic types from the LoyaltyMember, EcommerceCustomer and ClubMember entities. Creation dates and timestamps were intentionally left unmapped. Some additional attributes were accidentally excluded from the merge process. These attributes are listed in the Pain Points section of this case study.

The search and filter index has been configured to include FullName, City, State and PhoneNumber as search fields. The State field is enabled tor filtering based on frequency and will show up to 10 options.

All members of the AdventureWorks marketing team have been granted access to the ADWProd environment.

Pain Points -

The AdventureWorks leadership team has identified several issues that need to be addressed to support current growth and ensure customer satisfaction.

1. Attributes for first name and postal code were included in the mapping process, but they were accidentally excluded from the merge process.
2. Multiple copies of printed catalogs are being sent to members of the same household resulting in wasted printing and mailing costs.
3. A segment export to Dynamics 365 Sales has been configured, but the sales team reports the associated marketing lists has zero members.
4. Ingesting the EventAttendee table takes significantly longer than ingesting any other data source, and it causes significant delays for completion of scheduled refreshes.

Goals and Objectives -

1. The marketing team wants to start hosting invitation-only webinars to promote upcoming product launches. Invitations for these webinars should be restricted to customers who have responded favorably to a customer satisfaction survey.
2. The marketing team wants to email coupons to customers based on the types of products they view on the AdventureWorks website.
3. The IT operations team wants to minimize the amount of time required to complete a scheduled refresh.

Detailed Requirements -

1. Only one copy of a catalog should be sent per household. AdventureWorks defines a household as all customers who share the same last name, street address, city and state.
2. Sales users are expected to call customers who are included in the loyalty system but do not have a populated email address in the loyalty system.
3. All marketing emails must include the customer's first name in the subject field, if it is available in the source data.
4. Marketing team members must be able to search for customer profiles in Microsoft Dynamics 365 Customer Insights by full name, email

address, phone number, city, state, and postal code.
5. All members of the marketing team who can access a production Dynamics 365 Customer Insights environment should also have access to its corresponding testing environment.
6. Data exports and scheduled refreshes are not allowed in test environments.

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. Create a merged FirstName field from attributes in the LoyaltyMember and EcommerceCustomer entities.

B. Enable data profiling for the firstname attributes in the LoyaltyMember and EcommerceCustomer entities.

C. Map attributes from the LoyaltyMember and EcommerceCustomer entities to the Person.FirstName semantic type.

D. Separate the fields in the merged FullName field and create new fields for first name and last name.

Question #29 *Topic 3*

DRAG DROP

-

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 USA 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, and bicycle parts. The company also offers bicycle fitting and repair services.

The customer base varies from professional cyclists, individual leisure riders to families. The business recently experienced unprecedented growth of over 2000 percent, bringing the total number of customers to 10,000. The company decided to invest in Microsoft Dynamics 365 Customer Insights and Dynamics 365 Sales mobile app to unify customer data and improve sales.

Data Sources. ADVCUSTOMERS Common Data Model Folder

AdventureWorks uses Microsoft Azure Data Factory pipelines to export demographic data from its customer loyalty, ecommerce and cycling club membership management systems to a Common Data Model (CDM) folder named ADVCUSTOMERS that is stored in a Microsoft Azure Data Lake Gen 2 container named ADVDEMO9345 in the West USA region.

The following list describes the entities in this CDM folder:
• LoyaltyMember - contains customer profile information associated with in-store purchases.
o It includes the following attributes: srcid (primary key), firstname, lastname, fullname, addressstreet, city, postalcode, state, homephone, emailaddress, datecreated, timestamp
• EcommerceCustomer - contains customer profile information from online purchases.
o It includes the following attributes: ecid (primary key), firstname, last name, fullname, emailaddress, homephone, streetaddress, city, postalcode, state, datecreated, timestamp
• ClubMember - contains profile information for cycling club members.
o It includes the following attributes: ccic (primary key) fullname, emailaddress, streetaddress1, city, postal_code, state, datecreated, timestamp
• SurveyResponse - contains customer satisfaction scores on a scale from 1-10 (1 being extremely dissatisfied and 10 being extremely satisfied).
o It includes the following attributes: svid (primary key), emailaddress, responsedate, score.

Data Sources. WEBSTATS Common Data Model Folder

AdventureWorks' website page views for authenticated ecommerce customers and cycling club members are stored in a CDM folder named WEBSTATS that is stored in an Azure Data Lake Gen 2 container named WEBDATA119 in the Central US region.

This folder contains an entity named PageViews that includes the following fields: emailaddress, pageurl. visitdate, productcategory.

Data Sources. Additional Information

AdventureWorks uses Dynamics 365 Sales as its sales CRM application, and its data is stored in Microsoft Dataverse.

Cycling club event logistics and member attendance are managed in an Azure SQL database. Attendance is tracked in a single table named EventAttendee that includes the following fields: emailaddress, eventdate, eventaddress, eventcity, eventstate, eventpostalcode, lastupdated (timestamp).

The ClubMember entity contains records of existing customers, as well as individuals who have not made a purchase from AdventureWorks. There are approximately 500,000 records in this entity, and there are approximately 5 million records in the EventAttendee table.

Current Configuration

-

AdventureWorks currently has a single Dynamics 365 Customer Insights environment. This environment is named ADWProd, and it is configured as a B-to-C production environment in the West USA region.

The following data sources have been configured:
1. To ingest the LoyaltyMember, EcommerceCustomer and ClubMember entities described in the Data Sources section of this case study.
2. For Dynamics 365 Sales contact records using a Dataverse managed data lake connector.
3. For the EventAttendee table using a Power Query connection.

Profile unification has been configured to perform map, match and merge for non-primary key attributes with identical semantic types from the LoyaltyMember, EcommerceCustomer and ClubMember entities. Creation dates and timestamps were intentionally left unmapped. Some additional attributes were accidentally excluded from the merge process. These attributes are listed in the Pain Points section of this case study.

The search and filter index has been configured to include FullName, City, State and PhoneNumber as search fields. The State field is enabled tor filtering based on frequency and will show up to 10 options.

All members of the AdventureWorks marketing team have been granted access to the ADWProd environment.

Pain Points

-

The AdventureWorks leadership team has identified several issues that need to be addressed to support current growth and ensure customer satisfaction.

1. Attributes for first name and postal code were included in the mapping process, but they were accidentally excluded from the merge process.
2. Multiple copies of printed catalogs are being sent to members of the same household resulting in wasted printing and mailing costs.
3. A segment export to Dynamics 365 Sales has been configured, but the sales team reports the associated marketing lists has zero members.
4. Ingesting the EventAttendee table takes significantly longer than ingesting any other data source, and it causes significant delays for completion of scheduled refreshes.

Goals and Objectives

-

1. The marketing team wants to start hosting invitation-only webinars to promote upcoming product launches. Invitations for these webinars should be restricted to customers who have responded favorably to a customer satisfaction survey.

2. The marketing team wants to email coupons to customers based on the types of products they view on the AdventureWorks website.
3. The IT operations team wants to minimize the amount of time required to complete a scheduled refresh.

Detailed Requirements

-

1. Only one copy of a catalog should be sent per household. AdventureWorks defines a household as all customers who share the same last name, street address, city and state.
2. Sales users are expected to call customers who are included in the loyalty system but do not have a populated email address in the loyalty system.
3. All marketing emails must include the customer's first name in the subject field, if it is available in the source data.
4. Marketing team members must be able to search for customer profiles in Microsoft Dynamics 365 Customer Insights by full name, email address, phone number, city, state, and postal code.
5. All members of the marketing team who can access a production Dynamics 365 Customer Insights environment should also have access to its corresponding testing environment.
6. Data exports and scheduled refreshes are not allowed in test environments.

The marketing team is working on a campaign to email coupons to customers.

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.

Answer Area

Actions

- Add the *PageViews* entity 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.
- Enable data profiling on the *PageViews* entity.
- Define an activity based on the *PageViews* entity.
- Create a new Azure Data Lake source and connect to the WEBSTATS Common Data Model folder in the WEBDATA119 container.
- Add the ingested *PageViews* entity to the profile unification process.
- Migrate the WEBSTATS Common Data Model folder to the ADVDEMO9345 container.

Order

Question #30 *Topic 3*

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 -

Contoso Mobile Dog Spa operates a fleet of mobile grooming vans to provide dog grooming services. They operate in the cities (and surrounding metropolitan areas) of Atlanta, Chicago, New York City, Houston, and Seattle.

These grooming services are offered as packages at multiple price points, such as "basic bath" for $50 and "premium bath with nail trim" for $75.

Contoso also sells branded merchandise (hats, shirts, etc.) and dog accessories (toys, leashes, collars, etc.) through its own eCommerce website.

Customer Service and Marketing Overview. Customer Service

Contoso maintains a single contact center from which its customer service agents book appointments and handle customer complaints for each geographic market Contoso serves.

Customer service agents use Microsoft Dynamics 365 Customer Service to document inbound customer booking inquiries and complaints that are received via phone call, text message and web chat.

Customer service agents schedule grooming appointments using a third-party, web-based scheduling application.

Customer Service and Marketing Overview. Marketing

The marketing team manages an informational website and is responsible for running campaigns through web advertising platforms and social media channels. The marketing team also produces a weekly email newsletter that contains educational content relevant to dog owners as well as promotions for Contoso's services and products.

Contoso uses a third-party marketing automation platform to send email and SMS messages to customers. These communications currently include:

1. All unique email addresses from the booking system, ecommerce system and Dynamics 365 Customer Service receive the weekly email newsletter described above. The same customer will receive multiple emails if the customer is associated with different email addresses in different systems.
2. Customers receive SMS reminders the day before a scheduled grooming appointment.
3. Each customer who purchases grooming services is sent an email with a link to a satisfaction survey on the first Tuesday following the grooming appointment. The survey link is the same for all customers, and the survey requires customers to enter their names, phone numbers and (optionally) email addresses as part of the submission.

Customer Service and Marketing Overview. Challenges

Currently, the customer service team does not have any way to relate survey responses back to individual customer records in Microsoft Dynamics 365 Customer Service.

The marketing team cannot access customer feedback data collected by the customer service team. Both the customer service team and marketing team cannot access any data from the ecommerce system.

Business Objectives -

Contoso business leadership identifies three major objectives to address by the end of the current fiscal year:

1. Improve customer retention - Current customer attrition rates exceed 40 percent each month.
2. Maximize customer value for services - The leadership team believes customer service agents should be upselling more customers on premium grooming packages. The leadership team is also considering partnering with other organizations to offer related services like dog training and dog walking to its existing customers.
3. Maximize customer value for merchandise and accessory sales - Fewer than five percent of grooming customers have ever made a purchase from the ecommerce site. The leadership team believes there are significant opportunities for new revenue by increasing ecommerce sales.

Project Overview. Overview -

The customer service and marketing leaders believes a Microsoft Customer Data Platform will help achieve Contoso's business objectives.

The information technology (IT) team starts a pilot implementation of Microsoft Dynamics 365 Customer Insights.

Project Overview. Pilot Project -

The pilot implementation will use the following sources of data from Contoso's operational systems:

• Bookings - Customer demographic data and completed grooming appointments
• Web purchases - Customer demographic data and ecommerce purchases totals summarized by customer, type (branded merchandise or accessories) and date
• Survey responses - Respondent demographic data and response data
• Customer interactions - Customer demographic data, interaction history (phone calls, emails, web chat), customer feedback, and inquiries

There is no common customer key across the different data sources, and none of the customer tables store customer keys from the other sources. Every table in a specific data source can be associated back to a customer record from the same data source using the corresponding customer's primary key.

When managing system refreshes, Contoso requires data refreshes to begin within one hour of the scheduled arrival time for flat-file sources.

No Microsoft Azure storage services have been provisioned in support of the project, but the Customer Data Platform specialist may request the provisioning of any Azure services necessary to achieve the stated business objectives.

The goal of the pilot project is to demonstrate that Microsoft Dynamics 365 Customer Insights will provide marketing and customer service users with relevant data and insights. These data and insights will allow users to reduce churn, increase services revenue, and increase eCommerce spend.

Data Sources. Bookings -

This data source consists of two Parquet files that are uploaded to a secure file transport protocol (SFTP) site at noon (12 PM) and midnight (12 AM) every day.

1. Customers.parquet - customer id (primary key), name, customer physical address, city, state, postal code, phone number, residence type (“house”, “apartment”, etc.), email address
2. Appointments.parquet - appointment id (primary key), customer id, dog name, dog breed, appointment datetime, appointment price, grooming package name (“basic bath”, “premium bath”, etc.)

Data Sources. Web Purchases -

This data source consists of two CSV files that are programmatically uploaded to a SFTP site at midnight every day.

1. WebCustomers.csv - customer id (primary key), name, customer address, city, state, postal code, phone number, email address
2. TransactionTotals.csv - transaction id (primary key), customer id, merchandise total price, accessories total price, transaction datetime

Data Sources. Survey Responses -

This data source consists of two JSON files that are programmatically uploaded to a Microsoft SharePoint folder container at 6 PM every Friday.

1. Respondents.json - customer id (primary key), name, phone number, email address
2. Responses.json - response id (primary key), customer id, satisfaction score (1-5), comments, response date

Note: The satisfaction survey asks for a single satisfaction score on a scale of 1 to 5, with 1 meaning extremely dissatisfied and 5 meaning extremely satisfied. Respondents may optionally include comments.

Data Sources. Customer Interactions

This data source consists of a connection to data from the Contoso Dynamics 365 Customer Service application through a Microsoft Dataverse managed data lake. The relevant tables are all system tables.

1. Contacts - all system attributes are available
2. Activities - all system attributes are available
3. Cases (Incidents) - all system attributes are available

Note: Customer inquiries and feedback are stored as case (incident) records in the customer service application. Inquiries are tracked using the standard “question” case type value, and feedback are tracked using the standard “problem” case type value.

Contoso's marketing manager wants to add personalized recommendations from the eCommerce site to the weekly email newsletter for the product category accessories.

You need additional entities to configure a product recommendation with the currently available data in Microsoft Dynamics 365 Customer Insights. You request that the IT team provide additional entities.

Which two entities will provide you with the required data? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. The order details entity with attributes for transaction id, transaction date, product category, product value, and “purchase or return” flag
B. The product catalog entity with attributes for product id, product name, and product category
C. The product catalog entity with attributes for product id, product name, and product price
D. The order details entity with attributes for transaction id, product id, product value, and “purchase or return” flag

Question #31 *Topic 3*

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 -

Contoso Mobile Dog Spa operates a fleet of mobile grooming vans to provide dog grooming services. They operate in the cities (and surrounding metropolitan areas) of Atlanta, Chicago, New York City, Houston, and Seattle.

These grooming services are offered as packages at multiple price points, such as "basic bath" for $50 and "premium bath with nail trim" for $75.

Contoso also sells branded merchandise (hats, shirts, etc.) and dog accessories (toys, leashes, collars, etc.) through its own eCommerce website.

Customer Service and Marketing Overview. Customer Service

Contoso maintains a single contact center from which its customer service agents book appointments and handle customer complaints for each geographic market Contoso serves.

Customer service agents use Microsoft Dynamics 365 Customer Service to document inbound customer booking inquiries and complaints that are received via phone call, text message and web chat.

Customer service agents schedule grooming appointments using a third-party, web-based scheduling application.

Customer Service and Marketing Overview. Marketing

The marketing team manages an informational website and is responsible for running campaigns through web advertising platforms and social media channels. The marketing team also produces a weekly email newsletter that contains educational content relevant to dog owners as well as promotions for Contoso's services and products.

Contoso uses a third-party marketing automation platform to send email and SMS messages to customers. These communications currently include:

1. All unique email addresses from the booking system, ecommerce system and Dynamics 365 Customer Service receive the weekly email newsletter described above. The same customer will receive multiple emails if the customer is associated with different email addresses in different systems.
2. Customers receive SMS reminders the day before a scheduled grooming appointment.
3. Each customer who purchases grooming services is sent an email with a link to a satisfaction survey on the first Tuesday following the grooming appointment. The survey link is the same for all customers, and the survey requires customers to enter their names, phone numbers and (optionally) email addresses as part of the submission.

Customer Service and Marketing Overview. Challenges

Currently, the customer service team does not have any way to relate survey responses back to individual customer records in Microsoft Dynamics 365 Customer Service.

The marketing team cannot access customer feedback data collected by the customer service team. Both the customer service team and marketing team cannot access any data from the ecommerce system.

Business Objectives -

Contoso business leadership identifies three major objectives to address by the end of the current fiscal year:

1. Improve customer retention - Current customer attrition rates exceed 40 percent each month.
2. Maximize customer value for services - The leadership team believes customer service agents should be upselling more customers on premium grooming packages. The leadership team is also considering partnering with other organizations to offer related services like dog training and dog walking to its existing customers.
3. Maximize customer value for merchandise and accessory sales - Fewer than five percent of grooming customers have ever made a purchase from the ecommerce site. The leadership team believes there are significant opportunities for new revenue by increasing ecommerce sales.

Project Overview. Overview -

The customer service and marketing leaders believes a Microsoft Customer Data Platform will help achieve Contoso's business objectives.

The information technology (IT) team starts a pilot implementation of Microsoft Dynamics 365 Customer Insights.

Project Overview. Pilot Project -

The pilot implementation will use the following sources of data from Contoso's operational systems:

• Bookings - Customer demographic data and completed grooming appointments
• Web purchases - Customer demographic data and ecommerce purchases totals summarized by customer, type (branded merchandise or accessories) and date
• Survey responses - Respondent demographic data and response data
• Customer interactions - Customer demographic data, interaction history (phone calls, emails, web chat), customer feedback, and inquiries

There is no common customer key across the different data sources, and none of the customer tables store customer keys from the other sources. Every table in a specific data source can be associated back to a customer record from the same data source using the corresponding customer's primary key.

When managing system refreshes, Contoso requires data refreshes to begin within one hour of the scheduled arrival time for flat-file sources.

No Microsoft Azure storage services have been provisioned in support of the project, but the Customer Data Platform specialist may request the provisioning of any Azure services necessary to achieve the stated business objectives.

The goal of the pilot project is to demonstrate that Microsoft Dynamics 365 Customer Insights will provide marketing and customer service users with relevant data and insights. These data and insights will allow users to reduce churn, increase services revenue, and increase eCommerce spend.

Data Sources. Bookings -

This data source consists of two Parquet files that are uploaded to a secure file transport protocol (SFTP) site at noon (12 PM) and midnight (12 AM) every day.

1. Customers.parquet - customer id (primary key), name, customer physical address, city, state, postal code, phone number, residence type (“house”, “apartment”, etc.), email address
2. Appointments.parquet - appointment id (primary key), customer id, dog name, dog breed, appointment datetime, appointment price, grooming package name (“basic bath”, “premium bath”, etc.)

Data Sources. Web Purchases -

This data source consists of two CSV files that are programmatically uploaded to a SFTP site at midnight every day.

1. WebCustomers.csv - customer id (primary key), name, customer address, city, state, postal code, phone number, email address
2. TransactionTotals.csv - transaction id (primary key), customer id, merchandise total price, accessories total price, transaction datetime

Data Sources. Survey Responses -

This data source consists of two JSON files that are programmatically uploaded to a Microsoft SharePoint folder container at 6 PM every Friday.

1. Respondents.json - customer id (primary key), name, phone number, email address
2. Responses.json - response id (primary key), customer id, satisfaction score (1-5), comments, response date

Note: The satisfaction survey asks for a single satisfaction score on a scale of 1 to 5, with 1 meaning extremely dissatisfied and 5 meaning extremely satisfied. Respondents may optionally include comments.

Data Sources. Customer Interactions

This data source consists of a connection to data from the Contoso Dynamics 365 Customer Service application through a Microsoft Dataverse managed data lake. The relevant tables are all system tables.

1. Contacts - all system attributes are available
2. Activities - all system attributes are available
3. Cases (Incidents) - all system attributes are available

Note: Customer inquiries and feedback are stored as case (incident) records in the customer service application. Inquiries are tracked using the standard “question” case type value, and feedback are tracked using the standard “problem” case type value.

You configured a merge of Contoso's data sources using automatic matching based on semantic types. You realize the web purchase address field contains the shipping address. All the segments you are creating require the customer's physical address.

You need to update the merge configuration to keep the web purchase address available for display in a Customer Card Add-in control.

What should you do?

A. Edit the web purchase data source to add a transformation that removes the address field.

B. Edit the merge configuration to separate the web purchase address from the merged address attribute.

C. Edit the match order for the web purchase customer table to prioritize physical address.

D. Edit the merge configuration to exclude the web purchase address attribute from the unified profile.

Question #32 *Topic 3*

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.

Actions

- Select **Run**
- 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 **Save and close**

Answer Area

Question #33 *Topic 3*

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* stage, 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.

Question #34 *Topic 3*

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.

Question #35 *Topic 3*

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

Question #36

Topic 3

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 implementing Microsoft Dynamics 365 Customer Insights as your company's Customer Data Platform.

The initial dataset entities 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 entity 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 Dynamics 365 Customer Insights.

Solution: Configure the eCommerce table above the Dynamics 365 table in the Source Fields step.

Does this solve the problem?

A. Yes

B. No

Question #37 *Topic 3*

DRAG DROP

-

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 information. Overview

-

Blue Yonder Airlines created a new division named BY Excursions (BYE). BYE operates site-seeing tours and other excursions in vacation destinations across North America.

BYE is the product of the acquisition of three regional tour and excursion companies.

• Each of these regional operations have updated their branding.
• The three operations continue to maintain separate CRM systems for sales and customer service in their respective territories (East West and Central).
• Each regional operator offers different types of tours and excursions. For example, the East region currently offers boat tours, but the Central region does not

General information. Technology footprint

BYE uses a single instance of Dynamics 365 Marketing for marketing automation, and it recently implemented Dynamics 365 Customer Insights as its CDP. Dynamics 365 Marketing and Customer Insights are not currently connected.

A corporate data lake is built on Azure Data Lake Gen 2. This data lake has two containers named “imports” and “exports.” The BYE data science team uses Azure Machine Learning Studio to build predictive models.

CRM data extracts. Overview

-

An Azure Data Factory pipeline produces flat-file extracts of all customers, events, and survey response data from every regional CRM system, and copies them to the corporate data lake imports container daily. These extracts are produced in pipe-delimited text format and each type of extract file has the same schema. The pipeline runs at 1 a.m. US Eastern Standard Time (UTC -5). Each regional system extract has the same format.

CRM data extracts. Customers

-

Customer data is represented as records in the Customer extract file. This file contains customer address and contact information. Because customers can make purchases in more than one region, the same customer may be represented in multiple regional extract files. Regional extracts may also contain multiple records corresponding to the same individual customer.

Each record in a single regional extract will have a unique customer number value. The customer number value is not guaranteed to be unique across all regional extracts. Each customer file contains fewer than 50,000 records.

CRM data extracts. Event tickets

Customer event ticket purchases are represented as records in the event tickets extract file. This file contains a unique ID value for every ticket purchase along with details such as event type, event date, purchase date and ticket cost.

CRM data extracts. Survey responses

Each customer is also sent a customer satisfaction survey after the conclusion of every event. The survey includes numeric rating of 1-5 (1 being least satisfied and 5 being most satisfied) and a free-text response field for the customers to share their impressions of the event.

The schema for the three files in each extract is shown below:

Customer		
Field Name	**Data Type**	**Notes**
CustomerNumber	Integer	primary key
FirstName	Text	
LastName	Text	
Occupation	Text	
EmailAddress	Text	
PhoneNumber	Text	
HomeAddress	Text	street address
City	Text	
StateProvince	Text	
PostalCode	Text	
Country	Text	possible values: United States, Canada, United Kingdom, Japan, Australia
Event Ticket		
Field Name	**Data Type**	**Notes**
PurchaseNumber	Integer	primary key
CustomerNumber	Integer	foreign key to Customer extract
EventTypeName	Text	possible values: walking tour, bus tour, boat tour, wine tasting, musical performance, cooking lesson
EventName	Text	User-friendly event name; includes date and location in text
EventDate	DateTime (yyyy-MM-dd hh:mm:ss)	time stored in UTC
PurchaseDate	DateTime (yyyy-MM-dd hh:mm:ss)	time stored in UTC
EventCost	Decimal	cost stored in USD
Survey Response		
Field Name	**Data Type**	**Notes**
ResponseNumber	Integer	primary key
PurchaseNumber	Integer	foreign key to Event Ticket extract
CustomerNumber	Integer	foreign key to Customer extract
EventRating	Integer	integer value from 1-5
CustomerComments	Text	free text comments field
ResponseDate	DateTime (yyyy-MM-dd hh:mm:ss)	time stored in UTC

Customer Insights configuration. Data sources

Your team is responsible for the configuration of Customer Insights. You are an Administrator in the environment.

Your team has configured a separate data source corresponding to the customer file extracts from each regional operation. Each data source uses a Microsoft Power Query text file connector to ingest the extract files. The Microsoft Enhanced Addresses enrichment has been enabled for each regional data source. The enrichment name for each region is the region name (East, West or Central) followed by "addresses."

Your team has also configured a fourth data source using Power Query to create consolidated files containing all event tickets and survey response records. These two new files have the same layout as the regional files. Customer email addresses are included in these files because customer numbers are not unique across regions.

Customer Insights configuration. Customer profiles

Your team has defined a Unified Customer Profile based on the three different customer extract files. The East and West regional customer extracts have deduplication rules configured with the default merge preferences and the following criteria:

1. Exact matches on LastName, HomeAddress, City and PostalCode.
2. Exact matches on FirstName, LastName, EmailAddress and normalized PhoneNumber.

The Central regional customer extract does not have any deduplication rules configured.

Your team has configured matching to start with the East region customer extract as the primary entity, then the Central region, then the West region. Each regional entity is configured to include all records, and subsequent entities match the previous entity using the following conditions:

1. Exact matches on LastName and normalized PhoneNumber.
2. Exact matches on normalized PhoneNumber, EmailAddress and Country.

Customer Insights configuration. Activities

Your team has added activities based on the event ticket and survey response extracts. Survey responses have been semantically mapped to the Feedback activity type, and event tickets have been semantically mapped to the SalesOrder activity type.

Customer Insights configuration. Measures and segments

Your team has not created any measures or segments.

Customer Insights configuration. Data exports

Your team has configured an export of the ConflationMatchPairs entity and attached it to a connection to the corporate data lake “exports” container.

Customer Insights configuration. Enrichments

In addition to the Enhanced Addresses enrichment mentioned previously, your team has configured a custom import enrichment that reads a file from a third-party vendor’s SFTP server.

Outbound email campaigns

-

BYE uses Dynamics 365 Marketing's outbound marketing campaigns to send two types of commercial emails:

1. Post-purchase follow-up email - This email is sent the day after a customer purchases an event ticket. It contains generic information about upcoming events for the region. BYE leadership wants to replace the generic content with a personalized set of recommended event types the customer might want to consider. There are no restrictions on the types of events that can be recommended.
2. Post-event email - This email is sent the day after an event concludes, and it includes a link to the customer survey.

Data issues

-

1. A significant number of BYE customers are duplicated in the regional file extracts. Manual review of a random sampling of duplicates returned the following findings:
a. Duplicate records frequently have different values for street address such as inconsistencies in spelling and abbreviations for common words like “street,” “avenue,” “drive,” etc.
b. Duplicate records typically share the same values for last name, email address, city, state or province, postal code, and country.

c. Duplicate records typically do not share the same values for first name.
2. An automated process in the East regional CRM system recently updated the state or province component of several thousand customers' addresses with incorrect values. All other components of these customers' addresses are still presumed correct.
3. An automated process in the Central regional CRM system recently deleted the first name values for several hundred customers.

Predictive models

-

The data science team has built inference pipelines in three different workspaces.

Your user account has the following access:

• Owner access to BYAEAML01
• Reader access to BYAEAML02
• User Access Administrator access to BYAEAML03

The table below shows the published pipelines in each workspace.

Pipeline name	Azure Machine Learning workspace	Pipeline type
ChurnScore	BYAEAML01	real-time inference
CustomCLV	BYAEAML02	batch inference
EventRecommendation	BYAEAML01	batch inference
EventTypePreference	BYAEAML03	real-time inference
WinePreference	BYAEAML03	real-time inference
MusicPreference	BYAEAML03	batch inference

Future enhancements

-

The marketing team requests your team plan for two updates to BYE's Customer Insights instance:

1. Stop using the Enhanced Addresses enrichment and start using the Azure Maps enrichment.
2. Start sending an export of customer data to the same data broker that currently provides the custom enrichment. This would use the same SFTP server as the existing enrichment.

Your manager asks you to delete all custom deduplication 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.

Which attribute name corresponds to each empty parameter? To answer, drag the appropriate attribute name 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.

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

Exact

Question #38 *Topic 3*

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 information. Overview -

Blue Yonder Airlines created a new division named BY Excursions (BYE). BYE operates site-seeing tours and other excursions in vacation destinations across North America.

BYE is the product of the acquisition of three regional tour and excursion companies.

• Each of these regional operations have updated their branding.
• The three operations continue to maintain separate CRM systems for sales and customer service in their respective territories (East West and Central).
• Each regional operator offers different types of tours and excursions. For example, the East region currently offers boat tours, but the Central region does not

General information. Technology footprint

BYE uses a single instance of Dynamics 365 Marketing for marketing automation, and it recently implemented Dynamics 365 Customer Insights as its CDP. Dynamics 365 Marketing and Customer Insights are not currently connected.

A corporate data lake is built on Azure Data Lake Gen 2. This data lake has two containers named "imports" and "exports." The BYE data science team uses Azure Machine Learning Studio to build predictive models.

CRM data extracts. Overview -

An Azure Data Factory pipeline produces flat-file extracts of all customers, events, and survey response data from every regional CRM system, and copies them to the corporate data lake imports container daily. These extracts are produced in pipe-delimited text format and each type of extract file has the same schema. The pipeline runs at 1 a.m. US Eastern Standard Time (UTC -5). Each regional system extract has the same format.

CRM data extracts. Customers -

Customer data is represented as records in the Customer extract file. This file contains customer address and contact information. Because customers can make purchases in more than one region, the same customer may be represented in multiple regional extract files. Regional extracts may also contain multiple records corresponding to the same individual customer.

Each record in a single regional extract will have a unique customer number value. The customer number value is not guaranteed to be unique across all regional extracts. Each customer file contains fewer than 50,000 records.

CRM data extracts. Event tickets

Customer event ticket purchases are represented as records in the event tickets extract file. This file contains a unique ID value for every ticket purchase along with details such as event type, event date, purchase date and ticket cost.

CRM data extracts. Survey responses

Each customer is also sent a customer satisfaction survey after the conclusion of every event. The survey includes numeric rating of 1-5 (1 being least satisfied and 5 being most satisfied) and a free-text response field for the customers to share their impressions of the event.

The schema for the three files in each extract is shown below:

Customer		
Field Name	**Data Type**	**Notes**
CustomerNumber	Integer	primary key
FirstName	Text	
LastName	Text	
Occupation	Text	
EmailAddress	Text	
PhoneNumber	Text	
HomeAddress	Text	street address
City	Text	
StateProvince	Text	
PostalCode	Text	
Country	Text	possible values: United States, Canada, United Kingdom, Japan, Australia
Event Ticket		
Field Name	**Data Type**	**Notes**
PurchaseNumber	Integer	primary key
CustomerNumber	Integer	foreign key to Customer extract
EventTypeName	Text	possible values: walking tour, bus tour, boat tour, wine tasting, musical performance, cooking lesson
EventName	Text	User-friendly event name; includes date and location in text
EventDate	DateTime (yyyy-MM-dd hh:mm:ss)	time stored in UTC
PurchaseDate	DateTime (yyyy-MM-dd hh:mm:ss)	time stored in UTC
EventCost	Decimal	cost stored in USD
Survey Response		
Field Name	**Data Type**	**Notes**
ResponseNumber	Integer	primary key
PurchaseNumber	Integer	foreign key to Event Ticket extract
CustomerNumber	Integer	foreign key to Customer extract
EventRating	Integer	integer value from 1-5
CustomerComments	Text	free text comments field
ResponseDate	DateTime (yyyy-MM-dd hh:mm:ss)	time stored in UTC

Customer Insights configuration. Data sources

Your team is responsible for the configuration of Customer Insights. You are an Administrator in the environment.

Your team has configured a separate data source corresponding to the customer file extracts from each regional operation. Each data source uses a Microsoft Power Query text file connector to ingest the extract files. The Microsoft Enhanced Addresses enrichment has been enabled for each regional data source. The enrichment name for each region is the region name (East, West or Central) followed by "addresses."

Your team has also configured a fourth data source using Power Query to create consolidated files containing all event tickets and survey response records. These two new files have the same layout as the regional files. Customer email addresses are included in these files because customer numbers are not unique across regions.

Customer Insights configuration. Customer profiles

Your team has defined a Unified Customer Profile based on the three different customer extract files. The East and West regional customer extracts have deduplication rules configured with the default merge preferences and the following criteria:

1. Exact matches on LastName, HomeAddress, City and PostalCode.

2. Exact matches on FirstName, LastName, EmailAddress and normalized PhoneNumber.

The Central regional customer extract does not have any deduplication rules configured.

Your team has configured matching to start with the East region customer extract as the primary entity, then the Central region, then the West region. Each regional entity is configured to include all records, and subsequent entities match the previous entity using the following conditions:

1. Exact matches on LastName and normalized PhoneNumber.
2. Exact matches on normalized PhoneNumber, EmailAddress and Country.

Customer Insights configuration. Activities

Your team has added activities based on the event ticket and survey response extracts. Survey responses have been semantically mapped to the Feedback activity type, and event tickets have been semantically mapped to the SalesOrder activity type.

Customer Insights configuration. Measures and segments

Your team has not created any measures or segments.

Customer Insights configuration. Data exports

Your team has configured an export of the ConflationMatchPairs entity and attached it to a connection to the corporate data lake “exports” container.

Customer Insights configuration. Enrichments

In addition to the Enhanced Addresses enrichment mentioned previously, your team has configured a custom import enrichment that reads a file from a third-party vendor’s SFTP server.

Outbound email campaigns -

BYE uses Dynamics 365 Marketing's outbound marketing campaigns to send two types of commercial emails:

1. Post-purchase follow-up email - This email is sent the day after a customer purchases an event ticket. It contains generic information about upcoming events for the region. BYE leadership wants to replace the generic content with a personalized set of recommended event types the customer might want to consider. There are no restrictions on the types of events that can be recommended.
2. Post-event email - This email is sent the day after an event concludes, and it includes a link to the customer survey.

Data issues -

1. A significant number of BYE customers are duplicated in the regional file extracts. Manual review of a random sampling of duplicates returned the following findings: a. Duplicate records frequently have different values for street address such as inconsistencies in spelling and abbreviations for common words like “street,” “avenue,” “drive,” etc. b. Duplicate records typically share the same values for last name, email address, city, state or province, postal code, and country. c. Duplicate records typically do not share the same values for first name.
2. An automated process in the East regional CRM system recently updated the state or province component of several thousand customers’ addresses with incorrect values. All other components of these customers’ addresses are still presumed correct.
3. An automated process in the Central regional CRM system recently deleted the first name values for several hundred customers.

Predictive models -

The data science team has built inference pipelines in three different workspaces.

Your user account has the following access:

• Owner access to BYAEAML01

• Reader access to BYAEAML02
• User Access Administrator access to BYAEAML03

The table below shows the published pipelines in each workspace.

Pipeline name	Azure Machine Learning workspace	Pipeline type
ChurnScore	BYAEAML01	real-time inference
CustomCLV	BYAEAML02	batch inference
EventRecommendation	BYAEAML01	batch inference
EventTypePreference	BYAEAML03	real-time inference
WinePreference	BYAEAML03	real-time inference
MusicPreference	BYAEAML03	batch inference

Future enhancements -

The marketing team requests your team plan for two updates to BYE's Customer Insights instance:

1. Stop using the Enhanced Addresses enrichment and start using the Azure Maps enrichment.
2. Start sending an export of customer data to the same data broker that currently provides the custom enrichment. This would use the same SFTP server as the existing enrichment.

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.

Question #39 *Topic 3*

You have enabled business unit data separation. Your Microsoft Dataverse environment has three child business units defined under the Org parent business unit:

• North
• Central
• South

You have defined mappings to business to business unit teams for your customer profiles based on an attribute named region. The mappings are:

• Value: N –> Business unit: North
• Value: C –> Business unit: Central
• Value: S –> Business unit: South

You notice that some records in your source data have a value of "X" for region.

You need to decide whether you should update the business unit data separation configuration.

What will happen if you use the current configuration without updating it?

A. Intelligence models will bypass profiles for region X.

B. Users with the Viewer role will be blocked from viewing region X profiles in any segments.

C. All profiles for region X will be shared with all child business units.

D. All profiles for region X will be assigned to the Org parent business unit.

Question #40 *Topic 3*

You are the administrator for your organization's Dynamics 365 Customer Insights – Data environment, and you are running the unification process for the first time.

The unification process has rules at the Duplicate records stage to merge duplicates for a table named Customers from a data source named eCommerce, and a table named Users from a data source named Website. The process also has match rules between those two tables and your primary table, which is named Contacts from a data source named CRM.

You need to identify which new tables you will see when you run the unification process for the first time.

What will you see in the Tables area?

A. Customer | Deduplication_Customers_eCommerce | Deduplication_Users_Website | Deduplication_Contacts_CRM

B. Customer | Deduplication_eCommerce_Customers | Deduplication_Website_Users | ConflationMatchPairs

C. Contacts | Deduplication_eCommerce_Customers | Deduplication_Website_Users | CustomerMatchPairs

D. Customer | ConflationMatchPairs_eCommerce_Customers | ConflationMatchPairs_Website_Users | ConflationMatchPairs_CRM_Contacts

Question #41 Topic 3

DRAG DROP

-

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 information. Overview

-

Blue Yonder Airlines created a new division named BY Excursions (BYE). BYE operates site-seeing tours and other excursions in vacation destinations across North America.

BYE is the product of the acquisition of three regional tour and excursion companies.

• Each of these regional operations have updated their branding.
• The three operations continue to maintain separate CRM systems for sales and customer service in their respective territories (East West and Central).
• Each regional operator offers different types of tours and excursions. For example, the East region currently offers boat tours, but the Central region does not

General information. Technology footprint

BYE uses a single instance of Dynamics 365 Marketing for marketing automation, and it recently implemented Dynamics 365 Customer Insights as its CDP. Dynamics 365 Marketing and Customer Insights are not currently connected.

A corporate data lake is built on Azure Data Lake Gen 2. This data lake has two containers named “imports” and “exports.” The BYE data science team uses Azure Machine Learning Studio to build predictive models.

CRM data extracts. Overview

-

An Azure Data Factory pipeline produces flat-file extracts of all customers, events, and survey response data from every regional CRM system, and copies them to the corporate data lake imports container daily. These extracts are produced in pipe-delimited text format and each type of extract file has the same schema. The pipeline runs at 1 a.m. US Eastern Standard Time (UTC -5). Each regional system extract has the same format.

CRM data extracts. Customers

-

Customer data is represented as records in the Customer extract file. This file contains customer address and contact information. Because customers can make purchases in more than one region, the same customer may be represented in multiple regional extract files. Regional extracts may also contain multiple records corresponding to the same individual customer.

Each record in a single regional extract will have a unique customer number value. The customer number value is not guaranteed to be unique across all regional extracts. Each customer file contains fewer than 50,000 records.

CRM data extracts. Event tickets

Customer event ticket purchases are represented as records in the event tickets extract file. This file contains a unique ID value for every ticket purchase along with details such as event type, event date, purchase date and ticket cost.

CRM data extracts. Survey responses

Each customer is also sent a customer satisfaction survey after the conclusion of every event. The survey includes numeric rating of 1-5 (1 being least satisfied and 5 being most satisfied) and a free-text response field for the customers to share their impressions of the event.

The schema for the three files in each extract is shown below:

Customer		
Field Name	**Data Type**	**Notes**
CustomerNumber	Integer	primary key
FirstName	Text	
LastName	Text	
Occupation	Text	
EmailAddress	Text	
PhoneNumber	Text	
HomeAddress	Text	street address
City	Text	
StateProvince	Text	
PostalCode	Text	
Country	Text	possible values: United States, Canada, United Kingdom, Japan, Australia
Event Ticket		
Field Name	**Data Type**	**Notes**
PurchaseNumber	Integer	primary key
CustomerNumber	Integer	foreign key to Customer extract
EventTypeName	Text	possible values: walking tour, bus tour, boat tour, wine tasting, musical performance, cooking lesson
EventName	Text	User-friendly event name; includes date and location in text
EventDate	DateTime (yyyy-MM-dd hh:mm:ss)	time stored in UTC
PurchaseDate	DateTime (yyyy-MM-dd hh:mm:ss)	time stored in UTC
EventCost	Decimal	cost stored in USD
Survey Response		
Field Name	**Data Type**	**Notes**
ResponseNumber	Integer	primary key
PurchaseNumber	Integer	foreign key to Event Ticket extract
CustomerNumber	Integer	foreign key to Customer extract
EventRating	Integer	integer value from 1-5
CustomerComments	Text	free text comments field
ResponseDate	DateTime (yyyy-MM-dd hh:mm:ss)	time stored in UTC

Customer Insights configuration. Data sources

Your team is responsible for the configuration of Customer Insights. You are an Administrator in the environment.

Your team has configured a separate data source corresponding to the customer file extracts from each regional operation. Each data source uses a Microsoft Power Query text file connector to ingest the extract files. The Microsoft Enhanced Addresses enrichment has been enabled for each regional data source. The enrichment name for each region is the region name (East, West or Central) followed by "addresses."

Your team has also configured a fourth data source using Power Query to create consolidated files containing all event tickets and survey response records. These two new files have the same layout as the regional files. Customer email addresses are included in these files because customer numbers are not unique across regions.

Customer Insights configuration. Customer profiles

Your team has defined a Unified Customer Profile based on the three different customer extract files. The East and West regional customer extracts have deduplication rules configured with the default merge preferences and the following criteria:

1. Exact matches on LastName, HomeAddress, City and PostalCode.
2. Exact matches on FirstName, LastName, EmailAddress and normalized PhoneNumber.

The Central regional customer extract does not have any deduplication rules configured.

Your team has configured matching to start with the East region customer extract as the primary entity, then the Central region, then the West region. Each regional entity is configured to include all records, and subsequent entities match the previous entity using the following conditions:

1. Exact matches on LastName and normalized PhoneNumber.
2. Exact matches on normalized PhoneNumber, EmailAddress and Country.

Customer Insights configuration. Activities

Your team has added activities based on the event ticket and survey response extracts. Survey responses have been semantically mapped to the Feedback activity type, and event tickets have been semantically mapped to the SalesOrder activity type.

Customer Insights configuration. Measures and segments

Your team has not created any measures or segments.

Customer Insights configuration. Data exports

Your team has configured an export of the ConflationMatchPairs entity and attached it to a connection to the corporate data lake “exports” container.

Customer Insights configuration. Enrichments

In addition to the Enhanced Addresses enrichment mentioned previously, your team has configured a custom import enrichment that reads a file from a third-party vendor’s SFTP server.

Outbound email campaigns
-

BYE uses Dynamics 365 Marketing's outbound marketing campaigns to send two types of commercial emails:

1. Post-purchase follow-up email - This email is sent the day after a customer purchases an event ticket. It contains generic information about upcoming events for the region. BYE leadership wants to replace the generic content with a personalized set of recommended event types the customer might want to consider. There are no restrictions on the types of events that can be recommended.
2. Post-event email - This email is sent the day after an event concludes, and it includes a link to the customer survey.

Data issues
-

1. A significant number of BYE customers are duplicated in the regional file extracts. Manual review of a random sampling of duplicates returned the following findings:
a. Duplicate records frequently have different values for street address such as inconsistencies in spelling and abbreviations for common words like “street,” “avenue,” “drive,” etc.
b. Duplicate records typically share the same values for last name, email address, city, state or province, postal code, and country.

c. Duplicate records typically do not share the same values for first name.
2. An automated process in the East regional CRM system recently updated the state or province component of several thousand customers' addresses with incorrect values. All other components of these customers' addresses are still presumed correct.
3. An automated process in the Central regional CRM system recently deleted the first name values for several hundred customers.

Predictive models

-

The data science team has built inference pipelines in three different workspaces.

Your user account has the following access:

• Owner access to BYAEAML01
• Reader access to BYAEAML02
• User Access Administrator access to BYAEAML03

The table below shows the published pipelines in each workspace.

Pipeline name	Azure Machine Learning workspace	Pipeline type
ChurnScore	BYAEAML01	real-time inference
CustomCLV	BYAEAML02	batch inference
EventRecommendation	BYAEAML01	batch inference
EventTypePreference	BYAEAML03	real-time inference
WinePreference	BYAEAML03	real-time inference
MusicPreference	BYAEAML03	batch inference

Future enhancements

-

The marketing team requests your team plan for two updates to BYE's Customer Insights instance:

1. Stop using the Enhanced Addresses enrichment and start using the Azure Maps enrichment.
2. Start sending an export of customer data to the same data broker that currently provides the custom enrichment. This would use the same SFTP server as the existing enrichment.

Your manager asks you to delete all custom deduplication rules and create new ones for each regional data source.

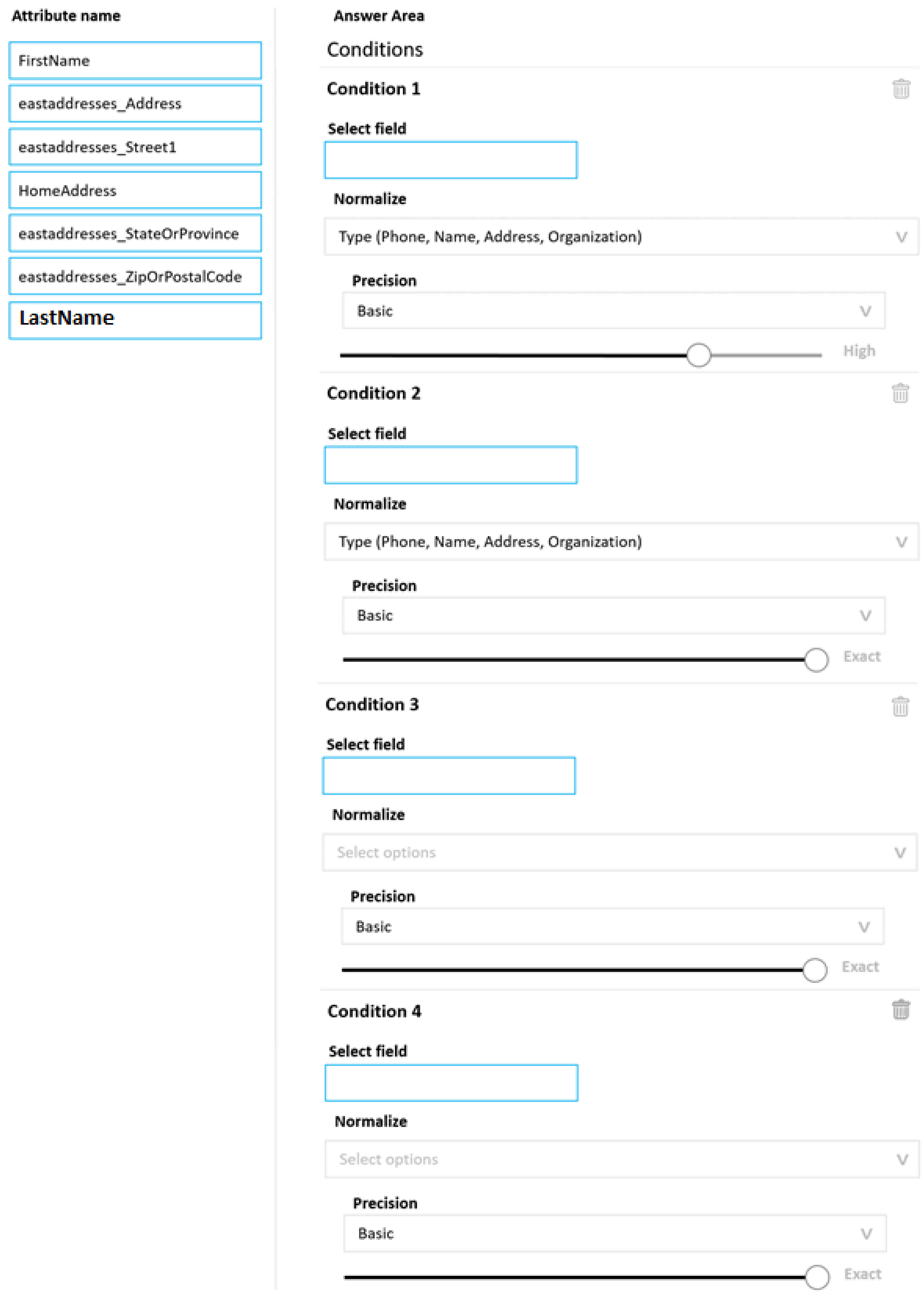
Customer records are considered duplicates if they contain:

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.

Which attribute name corresponds to each empty parameter? To answer, drag the appropriate attribute name 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.



Topic 4 - Question Set 4

Question #1 *Topic 4*

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.

Question #2 — Topic 4

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.

Question #3 — Topic 4

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

Question #4 — Topic 4

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.
- The model accurately predicted at least 0-10% 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.
- 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 Area

A

B

C

Question #5 *Topic 4*

Your company uses Microsoft Dynamics 365 Customer Insights' out-of-the-box (OOTB) machine learning (ML) capabilities across product recommendation, customer lifetime value, and churn. Now the company wants to develop a new custom ML scenario that is not covered within the OOTB capabilities. The company does not have data scientists or ML practitioners. There is no time to train someone to develop a new ML scenario.

You need to recommend how to implement workflows that consume ML models.

Which two recommendations should you make? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. You must register datasets in the workspace. The datasets can be represented in multiple formats including JSON and Parquet.

B. You can use Microsoft Azure Machine Learning designer to configure a batch pipeline that can be integrated into Dynamics 365 Customer Insights.

C. You can use a training pipeline to create or update an inference pipeline. Only batch inference pipelines are currently supported.

D. You can use Microsoft Azure Machine Learning SDK to develop a custom ML model, to consume in Dynamics 365 Customer Insights, and when using a batch inference pipeline.

Question #6 *Topic 4*

Your team developed and integrated a batch inferencing pipeline to Microsoft Dynamics 365 Customer Insights. This allows for 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 configure a Microsoft Power Automate flow to trigger a refresh.

B. The team can set up scheduled refreshes that will also run the workflows automatically.

C. The team needs to manually trigger the custom ML workflows.

D. The team can configure scheduled refreshes for Dynamics 365 Customer Insights from Azure Machine Learning where you developed the custom ML model.

Question #7 *Topic 4*

You are planning to use the AI-driven suggested segments, based on the customer activity data that is ingested to Microsoft Dynamics 365 Customer Insights.

You need to determine how the machine learning model analyzes the activity data to suggest segments.

Which three dimensions are used? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Customer ID
B. Monetary Value
C. Recency
D. Activity Type
E. Frequency
F. Unified Activity entity

Question #8 *Topic 4*

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 take? Each correct answer presents part of the solution.

NOTE: Each correct selection is worth one point.

A. You can save the overlapping members as a new segment
B. You can export the analysis output for further review outside Dynamics 365 Customer Insights.
C. You can analyze how specific values affect the overlap results.
D. You can view the analysis output to determine the count of members included in only one segment.

Question #9

Topic 4

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. Ignore difference scores lower than a set threshold.

B. Analyze a segment compared to all customers.

C. Analyze customer fields and measures.

D. Analyze predictions and enrichments.

Question #10

Topic 4

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”.

What will happen when you build a segment that uses entities other than the Customer entity?

A. Only activities that are related to customer profiles through relationship paths can be used.

B. All the rules within the segment need to use the same relationship path.

C. Choosing different relationship paths can result in different numbers of segment members.

D. Dynamics 365 Customer Insights selects the most direct path when there are multiple possible relationship paths available.

Question #11

Topic 4

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. You have the option to include products or the recommendation that your customers have purchased before.

B. Product recommendation models can only be manually executed by users with contributor or admin permissions.

C. The number of products recommended is automatically chosen based on the number of products in the input data.

D. Product recommendations models can only be created and configured by users with admin permissions.

Question #12 *Topic 4*

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 model that returns at least one numeric output parameter for Dynamics 365 Customer insights to implement predictions.

C. You can only deploy and manage the model through the Dynamics 365 Customer insights admin user interface.

D. You need a Microsoft Azure Data Lake Gen2 storage account associated with the Azure Data Studio instance.

Question #13 *Topic 4*

Your organization's IT team wants to use the out-of-the-box customer lifetime value (CLV) machine learning (ML) capabilities that come with Microsoft Dynamics 365 Customer Insights. The team has some concerns about the suitability of their data.

You need to provide recommendations for data characteristics that will improve the accuracy of the CLV model.

Which two recommendations should you provide? Each correct answer presents a complete 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. At least 90 percent of all fields required for the model should contain data.

C. There should be at least 100,000 unique customers to perform the CLV model.

D. There should preferably be two to three years of transactional data to predict CLV for one year.

Question #14 *Topic 4*

Your Microsoft Dynamics 365 Customer Insights environment has only one segment. This segment includes customers who have purchased a type of product in the past.

The marketing team wants to send product samples to other customers who are likely to purchase that same type of product. The team asks you to make recommendations for configuring a “find similar customers” model.

You need to recommend a solution that meets the following requirements:
• The expansion segment model needs to be as accurate as possible.
• The marketing team must be prevented from sending samples to customers who have already purchased that product.

What should you recommend?

A. Set the maximum number of members to a value no greater than 40 percent of all customers.

B. Include members of the source segment in addition to customers with similar attributes.

C. Exclude fields with a cardinality of less than two or more than 30 distinct values.

D. Select all fields except for alternate id from the source segment for the model.

Question #15 *Topic 4*

You are configuring Microsoft Dynamics 365 Customer Insights for a company that sells subscription packages to individuals for online music lessons. The Chief Marketing Officer (CMO) wants to implement an out-of-the-box churn prediction model for customers.

You need to tell the CMO what information is required to successfully configure a prediction model for the company's lesson packages.

Which two pieces of information must be provided by the CMO? Each correct answer presents a complete solution.

NOTE: Each selection is worth one point.

A. Subscription amount

B. Unique product id

C. Transaction date

D. Subscription start date

Question #16 *Topic 4*

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 responsible for creating segments for your company's marketing team using Microsoft Dynamics 365 Customer Insights.

Your Chief Marketing Officer (CMO) wants to run a re-engagement campaign for customers that have a high probability of no longer purchasing your organization's products in the next three months.

The CMO asks you to use Dynamics 365 Customer Insights to generate a segment of customers that would meet this requirement.

Solution:
1. Generate an attribute-based segment suggestion using a measure for "number of purchases in the past three months," and "loyalty customers" as an assessment attribute.
2. On the Suggestions page, create a segment on the suggestion tile.

Does this meet the goal?

A. Yes

B. No

Question #17 *Topic 4*

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 responsible for creating segments for your company's marketing team using Microsoft Dynamics 365 Customer Insights.

Your Chief Marketing Officer (CMO) wants to run a re-engagement campaign for customers that have a high probability of no longer purchasing your organization's products in the next three months.

The CMO asks you to use Dynamics 365 Customer Insights to generate a segment of customers that would meet this requirement.

Solution:
1. Generate a Transactional churn prediction for the next three months.
2. On the results page, review the model results to identify the characteristics of the highest "Likelihood to churn" group.
3. Create a segment from the results page using the ChurnScore field and a Greater than operator for the lower bounds value of the group you identified.

Does this meet the goal?

A. Yes

B. No

Question #18 *Topic 4*

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 responsible for creating segments for your company's marketing team using Microsoft Dynamics 365 Customer Insights.

Your Chief Marketing Officer (CMO) wants to run a re-engagement campaign for customers that have a high probability of no longer purchasing your organization's products in the next three months.

The CMO asks you to use Dynamics 365 Customer Insights to generate a segment of customers that would meet this requirement.

Solution:
1. Generate a Customer Lifetime Value model for the next three months.
2. On the results page, review the model results to identify the characteristics of the lowest "Value of customers by percentile" group.
3. Create a segment using the CLVScore field and a Lesser than operator for the upper bounds value of the group you identified.

Does this meet the goal?

A. Yes

B. No

Question #19 *Topic 4*

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 responsible for creating segments for your company's marketing team using Microsoft Dynamics 365 Customer Insights.

Your Chief Marketing Officer (CMO) wants to run a re-engagement campaign for customers that have a high probability of no longer purchasing your organization's products in the next three months.

The CMO asks you to use Dynamics 365 Customer Insights to generate a segment of customers that would meet this requirement.

Solution:
• Generate an activity-based segment suggestion using frequency and recency dimensions.
• On the Suggestions page, create a segment on the High Frequency - Low Recency tile.

Does this meet the goal?

A. Yes

B. No

Question #20 *Topic 4*

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 information. Overview -

Blue Yonder Airlines created a new division named BY Excursions (BYE). BYE operates site-seeing tours and other excursions in vacation destinations across North America.

BYE is the product of the acquisition of three regional tour and excursion companies.

• Each of these regional operations have updated their branding.
• The three operations continue to maintain separate CRM systems for sales and customer service in their respective territories (East West and Central).
• Each regional operator offers different types of tours and excursions. For example, the East region currently offers boat tours, but the Central region does not

General information. Technology footprint

BYE uses a single instance of Dynamics 365 Marketing for marketing automation, and it recently implemented Dynamics 365 Customer Insights as its CDP. Dynamics 365 Marketing and Customer Insights are not currently connected.

A corporate data lake is built on Azure Data Lake Gen 2. This data lake has two containers named “imports” and “exports.” The BYE data science team uses Azure Machine Learning Studio to build predictive models.

CRM data extracts. Overview -

An Azure Data Factory pipeline produces flat-file extracts of all customers, events, and survey response data from every regional CRM system, and copies them to the corporate data lake imports container daily. These extracts are produced in pipe-delimited text format and each type of extract file has the same schema. The pipeline runs at 1 a.m. US Eastern Standard Time (UTC -5). Each regional system extract has the same format.

CRM data extracts. Customers -

Customer data is represented as records in the Customer extract file. This file contains customer address and contact information. Because customers can make purchases in more than one region, the same customer may be represented in multiple regional extract files. Regional extracts may also contain multiple records corresponding to the same individual customer.

Each record in a single regional extract will have a unique customer number value. The customer number value is not guaranteed to be unique across all regional extracts. Each customer file contains fewer than 50,000 records.

CRM data extracts. Event tickets

Customer event ticket purchases are represented as records in the event tickets extract file. This file contains a unique ID value for every ticket purchase along with details such as event type, event date, purchase date and ticket cost.

CRM data extracts. Survey responses

Each customer is also sent a customer satisfaction survey after the conclusion of every event. The survey includes numeric rating of 1-5 (1 being least satisfied and 5 being most satisfied) and a free-text response field for the customers to share their impressions of the event.

The schema for the three files in each extract is shown below:

Customer		
Field Name	**Data Type**	**Notes**
CustomerNumber	Integer	primary key
FirstName	Text	
LastName	Text	
Occupation	Text	
EmailAddress	Text	
PhoneNumber	Text	
HomeAddress	Text	street address
City	Text	
StateProvince	Text	
PostalCode	Text	
Country	Text	possible values: United States, Canada, United Kingdom, Japan, Australia
Event Ticket		
Field Name	**Data Type**	**Notes**
PurchaseNumber	Integer	primary key
CustomerNumber	Integer	foreign key to Customer extract
EventTypeName	Text	possible values: walking tour, bus tour, boat tour, wine tasting, musical performance, cooking lesson
EventName	Text	User-friendly event name; includes date and location in text
EventDate	DateTime (yyyy-MM-dd hh:mm:ss)	time stored in UTC
PurchaseDate	DateTime (yyyy-MM-dd hh:mm:ss)	time stored in UTC
EventCost	Decimal	cost stored in USD
Survey Response		
Field Name	**Data Type**	**Notes**
ResponseNumber	Integer	primary key
PurchaseNumber	Integer	foreign key to Event Ticket extract
CustomerNumber	Integer	foreign key to Customer extract
EventRating	Integer	integer value from 1-5
CustomerComments	Text	free text comments field
ResponseDate	DateTime (yyyy-MM-dd hh:mm:ss)	time stored in UTC

Customer Insights configuration. Data sources

Your team is responsible for the configuration of Customer Insights. You are an Administrator in the environment.

Your team has configured a separate data source corresponding to the customer file extracts from each regional operation. Each data source uses a Microsoft Power Query text file connector to ingest the extract files. The Microsoft Enhanced Addresses enrichment has been enabled for each regional data source. The enrichment name for each region is the region name (East, West or Central) followed by "addresses."

Your team has also configured a fourth data source using Power Query to create consolidated files containing all event tickets and survey response records. These two new files have the same layout as the regional files. Customer email addresses are included in these files because customer numbers are not unique across regions.

Customer Insights configuration. Customer profiles

Your team has defined a Unified Customer Profile based on the three different customer extract files. The East and West regional customer extracts have deduplication rules configured with the default merge preferences and the following criteria:

1. Exact matches on LastName, HomeAddress, City and PostalCode.

2. Exact matches on FirstName, LastName, EmailAddress and normalized PhoneNumber.

The Central regional customer extract does not have any deduplication rules configured.

Your team has configured matching to start with the East region customer extract as the primary entity, then the Central region, then the West region. Each regional entity is configured to include all records, and subsequent entities match the previous entity using the following conditions:

1. Exact matches on LastName and normalized PhoneNumber.
2. Exact matches on normalized PhoneNumber, EmailAddress and Country.

Customer Insights configuration. Activities

Your team has added activities based on the event ticket and survey response extracts. Survey responses have been semantically mapped to the Feedback activity type, and event tickets have been semantically mapped to the SalesOrder activity type.

Customer Insights configuration. Measures and segments

Your team has not created any measures or segments.

Customer Insights configuration. Data exports

Your team has configured an export of the ConflationMatchPairs entity and attached it to a connection to the corporate data lake “exports” container.

Customer Insights configuration. Enrichments

In addition to the Enhanced Addresses enrichment mentioned previously, your team has configured a custom import enrichment that reads a file from a third-party vendor’s SFTP server.

Outbound email campaigns -

BYE uses Dynamics 365 Marketing's outbound marketing campaigns to send two types of commercial emails:

1. Post-purchase follow-up email - This email is sent the day after a customer purchases an event ticket. It contains generic information about upcoming events for the region. BYE leadership wants to replace the generic content with a personalized set of recommended event types the customer might want to consider. There are no restrictions on the types of events that can be recommended.
2. Post-event email - This email is sent the day after an event concludes, and it includes a link to the customer survey.

Data issues -

1. A significant number of BYE customers are duplicated in the regional file extracts. Manual review of a random sampling of duplicates returned the following findings: a. Duplicate records frequently have different values for street address such as inconsistencies in spelling and abbreviations for common words like “street,” “avenue,” “drive,” etc. b. Duplicate records typically share the same values for last name, email address, city, state or province, postal code, and country. c. Duplicate records typically do not share the same values for first name.
2. An automated process in the East regional CRM system recently updated the state or province component of several thousand customers’ addresses with incorrect values. All other components of these customers’ addresses are still presumed correct.
3. An automated process in the Central regional CRM system recently deleted the first name values for several hundred customers.

Predictive models -

The data science team has built inference pipelines in three different workspaces.

Your user account has the following access:

• Owner access to BYAEAML01

• Reader access to BYAEAML02
• User Access Administrator access to BYAEAML03

The table below shows the published pipelines in each workspace.

Pipeline name	Azure Machine Learning workspace	Pipeline type
ChurnScore	BYAEAML01	real-time inference
CustomCLV	BYAEAML02	batch inference
EventRecommendation	BYAEAML01	batch inference
EventTypePreference	BYAEAML03	real-time inference
WinePreference	BYAEAML03	real-time inference
MusicPreference	BYAEAML03	batch inference

Future enhancements -

The marketing team requests your team plan for two updates to BYE's Customer Insights instance:

1. Stop using the Enhanced Addresses enrichment and start using the Azure Maps enrichment.
2. Start sending an export of customer data to the same data broker that currently provides the custom enrichment. This would use the same SFTP server as the existing enrichment.

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

DRAG DROP

-

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

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

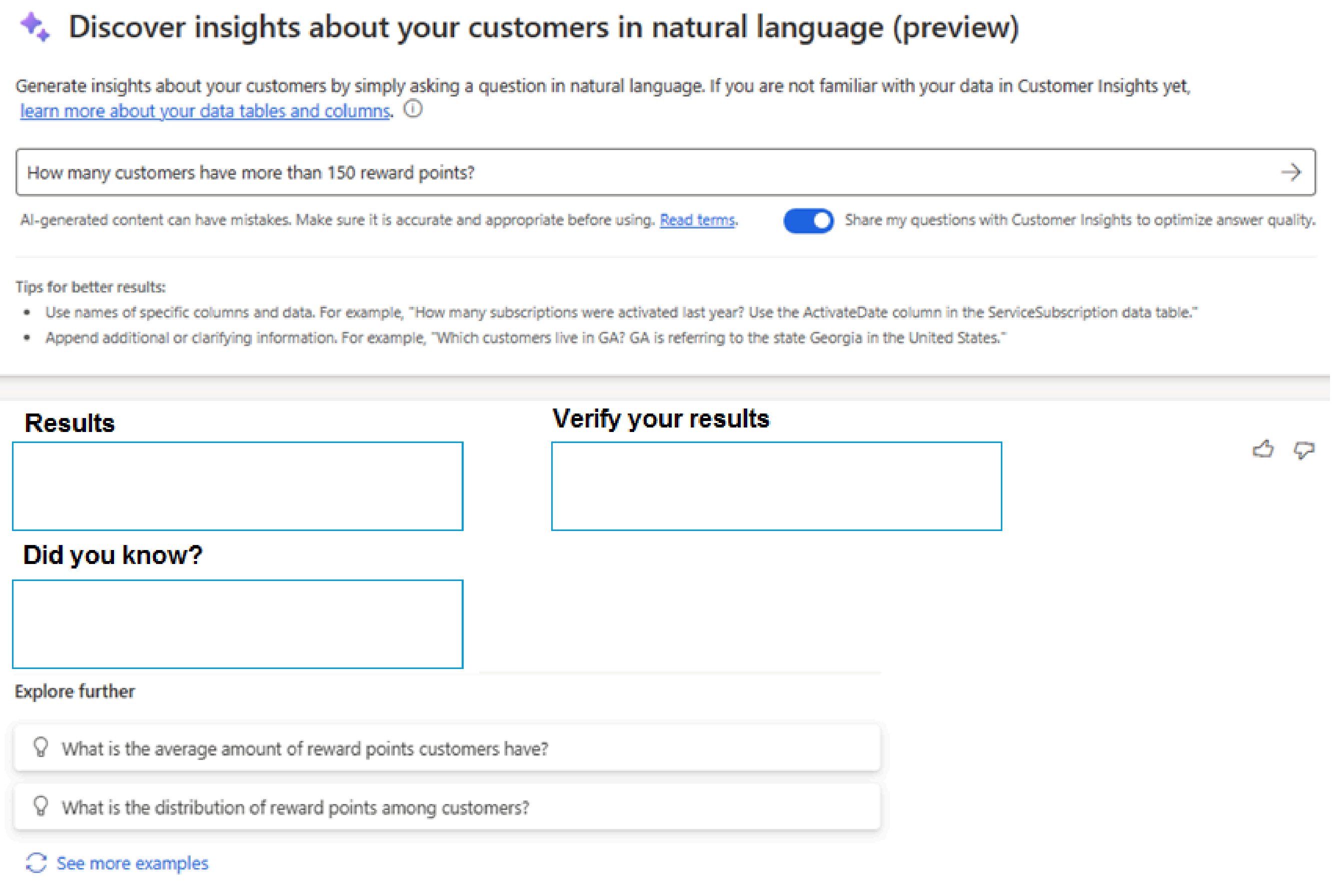
Which information can you use in each of the four key page components? To answer, move the appropriate component to the correct area in the "Discover insights about your customers in natural language" screen. You may use each component once, more than once, or not at all. You may need to move split bar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

NOTE: Each correct match is worth one point.

Page components

- How many customers have more than 100 loalty points?
- SELECT COUNT(*) FROM Customer WHERE LoyaltyPoints > 100
- The average loyalty point balance is 85. The highest loyalty point balance is 423.
- The number of customers with more than 100 loyalty points is 15,798.

Discover insights about your customers in natural language



Question #22 *Topic 4*

The marketing analytics team at your organization uses Dynamics 365 Customer Insights – Data. They need to quickly find metrics for marketing stakeholders in order to help stakeholders make decisions that impact digital advertising campaigns.

• Loyalty data is stored in a table named “Loyalty” and has been unified.
• The top tier is “Gold” and the column that holds tier information as string values is “LTier”.
• There are also columns for Street, City, and State address attributes.

The marketing analytics team member receives a question from a stakeholder on Microsoft Teams. The stakeholder asks, “How many top tier loyalty members are there in Seattle, Washington?”

You need to provide guidance on how to get a quick and accurate answer.

What should you recommend?

A. Use the Measures feature to create a measure with function Count, an expression for LTier column Value = Gold, and a filter for *City = Seattle.

B. Use the Discovery page and type “Create a measure for Gold tier Loyalty Members in the City of Seattle in the State of Washington” into the prompt box.

C. Use the Discovery page and type the question “In the Loyalty table how many Gold members are there in the LTier column with Seattle as City and Washington as State?” into the prompt box.

D. Use the Discovery page and paste the question “How many top tier loyalty members are there in Seattle, Washington?” into the prompt box.

Topic 5 - Question Set 5

Question #1 *Topic 5*

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.

Question #2 *Topic 5*

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 ג€CustomerIDג€ dimension when creating the measure.

B. Use the default ג€AccountIDג€ dimension when creating the measure.

C. Remove the default ג€AccountIDג€ dimension when creating the measure.

D. Remove the default ג€CustomerIDג€ dimension when creating the measure.

Question #3 *Topic 5*

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.

Question #4 *Topic 5*

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

Question #5 Topic 5

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.	

Question #6 Topic 5

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.	

Question #7 *Topic 5*

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

Question #8 *Topic 5*

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.

Question #9 *Topic 5*

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.

Question #10 *Topic 5*

Marketing creates a segment that they want to use as a control group for testing a new content strategy.

You need to make sure that the segment remains the same during automatic refreshes to avoid the addition of new customers.

What do you do?

A. Choose to deactivate the segment.

B. Convert the segment to a Static segment.

C. Remove the segment from the refresh schedule.

D. Remove all the rules from the segment after the initial refresh.

Question #11 *Topic 5*

Your marketing department asks for help setting up the following measures that need to be used for segmentations: total transaction count, average yearly spending, and the time since the last purchase. You realize that these can be created through predefined templates.

You need to train the marketing users on setting up these measures using the predefined templates.

What do you tell them about the use of predefined templates? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Predefined templates are only available for measures created in environments with individual customers as the primary target audience.

B. Predefined templates can be set up using data from prediction models.

C. Predefined templates can be set up using data from the Unified Activity entity.

D. Predefined templates are available for measures created in environments with either business accounts or individual customers as the primary target audience.

Question #12 *Topic 5*

Your organization’s marketing department provides a list with different measures that they want to use for insights and segmentation.

You need to configure the measurements.

Which three statements do you need to consider? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Mode, Range, and Sum are all aggregation functions that can be used to calculate a measure.

B. Different filters can be used for each calculation in the measure.

C. You can add multiple entities with different relation paths in one measure.

D. When you use accounts with hierarchies, you can select to aggregate the measure according the ingested hierarchies.

E. Dimensions can be used to group results in the measure output entity.

F. When adding multiple calculations within the measure, each calculation is added as a column in the measure output entity.

Question #13 *Topic 5*

The measure TotalSpendPerCustomer is set up in Microsoft Dynamics 365 Customer Insights to indicate the total amount the customer spent. The marketing team wants to better understand the measure and set up a suggested segment for the measure.

After a new data source is added and configured with new transactions, the TotalSpendPerCustomer is updated with this new data.

You need to ensure the suggested segment based on the TotalSpendPerCustomer measure is refreshed.

Which two actions should you perform? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Refresh all measures.

B. Refresh the segment suggestion.

C. Edit the configuration of the measure and save the measure.

D. Edit the attribute of the segment suggestion and save the suggestion.

Question #14 *Topic 5*

You configured a segment differentiator insight and will present the insight to the marketing team. You only see difference scores for attributes.

You need to explain why difference scores for measures are not visible.

What are two possible reasons? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. You are looking at the Attributes tab.

B. The differentiator analysis calculated a difference score of zero for all measures.

C. You forgot to configure any measures to analyze.

D. You selected only measures to analyze and forgot to select any attributes.

Question #15 *Topic 5*

Your company uses Microsoft Dynamics 365 Customer Insights 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 RANGE as the aggregation function.

B. In the configuration area, choose SUM as the aggregation function. Select the order line entity and add the amount field.

C. In the configuration area, choose MODE as the aggregation function.

D. In the configuration area, choose COUNT as the aggregation function. Select the order line entity and add the amount field.

Question #16 *Topic 5*

Microsoft Dynamics 365 Customer Insights is implemented as a Customer Data Platform with several segments setup for different departments. The customer service department wants to discover additional information and insights around existing segments.

You run an overlap analysis between the LowRatedFeedback and Customers with open cases segments with a further detail on the Customer Tier field.

How will the fields be selected for overlap analysis when you create a new segment overlap?

A. You can select up to three fields to analyze for overlap analysis.

B. Dynamics 365 Customer Insights will recommend which fields may be the most insightful to use for segment overlap analysis.

C. Dynamics 365 Customer Insights will automatically select the fields for overlap analysis.

D. You can manually select one or more fields to analyze for overlap analysis.

Question #17 *Topic 5*

Your marketing department asks for help setting up the following measures that need to be used for segmentations: total transaction count, average yearly spending, and the time since the last purchase. You realize that these can be created through predefined templates.

You need to train the marketing users on setting up these measures using the predefined templates.

Which two constraints should the marketing users consider when creating measures from templates? Each correct answer presents a complete solution.

NOTE: Each correct selection is worth one point.

A. Only Business-to-Consumer (B-to-C) environments support using templates to create measures.

B. Only data from the Unified Activity entity can be used to create a measure from a template.

C. Measures created from templates can only include customer activity for a specific time period.

D. Only data from the Unified Activity entity or a prediction model can be used to create a measure from a template.

Question #18 *Topic 5*

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 -

Contoso Mobile Dog Spa operates a fleet of mobile grooming vans to provide dog grooming services. They operate in the cities (and surrounding metropolitan areas) of Atlanta, Chicago, New York City, Houston, and Seattle.

These grooming services are offered as packages at multiple price points, such as "basic bath" for $50 and "premium bath with nail trim" for $75.

Contoso also sells branded merchandise (hats, shirts, etc.) and dog accessories (toys, leashes, collars, etc.) through its own eCommerce website.

Customer Service and Marketing Overview. Customer Service

Contoso maintains a single contact center from which its customer service agents book appointments and handle customer complaints for each geographic market Contoso serves.

Customer service agents use Microsoft Dynamics 365 Customer Service to document inbound customer booking inquiries and complaints that are received via phone call, text message and web chat.

Customer service agents schedule grooming appointments using a third-party, web-based scheduling application.

Customer Service and Marketing Overview. Marketing

The marketing team manages an informational website and is responsible for running campaigns through web advertising platforms and social media channels. The marketing team also produces a weekly email newsletter that contains educational content relevant to dog owners as well as promotions for Contoso's services and products.

Contoso uses a third-party marketing automation platform to send email and SMS messages to customers. These communications currently include:

1. All unique email addresses from the booking system, ecommerce system and Dynamics 365 Customer Service receive the weekly email newsletter described above. The same customer will receive multiple emails if the customer is associated with different email addresses in different systems.
2. Customers receive SMS reminders the day before a scheduled grooming appointment.
3. Each customer who purchases grooming services is sent an email with a link to a satisfaction survey on the first Tuesday following the grooming appointment. The survey link is the same for all customers, and the survey requires customers to enter their names, phone numbers and (optionally) email addresses as part of the submission.

Customer Service and Marketing Overview. Challenges

Currently, the customer service team does not have any way to relate survey responses back to individual customer records in Microsoft Dynamics 365 Customer Service.

The marketing team cannot access customer feedback data collected by the customer service team. Both the customer service team and marketing team cannot access any data from the ecommerce system.

Business Objectives -

Contoso business leadership identifies three major objectives to address by the end of the current fiscal year:

1. Improve customer retention - Current customer attrition rates exceed 40 percent each month.
2. Maximize customer value for services - The leadership team believes customer service agents should be upselling more customers on premium grooming packages. The leadership team is also considering partnering with other organizations to offer related services like dog training and dog walking to its existing customers.
3. Maximize customer value for merchandise and accessory sales - Fewer than five percent of grooming customers have ever made a purchase from the ecommerce site. The leadership team believes there are significant opportunities for new revenue by increasing ecommerce sales.

Project Overview. Overview -

The customer service and marketing leaders believes a Microsoft Customer Data Platform will help achieve Contoso's business objectives.

The information technology (IT) team starts a pilot implementation of Microsoft Dynamics 365 Customer Insights.

Project Overview. Pilot Project -

The pilot implementation will use the following sources of data from Contoso's operational systems:

• Bookings - Customer demographic data and completed grooming appointments
• Web purchases - Customer demographic data and ecommerce purchases totals summarized by customer, type (branded merchandise or accessories) and date
• Survey responses - Respondent demographic data and response data
• Customer interactions - Customer demographic data, interaction history (phone calls, emails, web chat), customer feedback, and inquiries

There is no common customer key across the different data sources, and none of the customer tables store customer keys from the other sources. Every table in a specific data source can be associated back to a customer record from the same data source using the corresponding customer's primary key.

When managing system refreshes, Contoso requires data refreshes to begin within one hour of the scheduled arrival time for flat-file sources.

No Microsoft Azure storage services have been provisioned in support of the project, but the Customer Data Platform specialist may request the provisioning of any Azure services necessary to achieve the stated business objectives.

The goal of the pilot project is to demonstrate that Microsoft Dynamics 365 Customer Insights will provide marketing and customer service users with relevant data and insights. These data and insights will allow users to reduce churn, increase services revenue, and increase eCommerce spend.

Data Sources. Bookings -

This data source consists of two Parquet files that are uploaded to a secure file transport protocol (SFTP) site at noon (12 PM) and midnight (12 AM) every day.

1. Customers.parquet - customer id (primary key), name, customer physical address, city, state, postal code, phone number, residence type ("house", "apartment", etc.), email address
2. Appointments.parquet - appointment id (primary key), customer id, dog name, dog breed, appointment datetime, appointment price, grooming package name ("basic bath", "premium bath", etc.)

Data Sources. Web Purchases -

This data source consists of two CSV files that are programmatically uploaded to a SFTP site at midnight every day.

1. WebCustomers.csv - customer id (primary key), name, customer address, city, state, postal code, phone number, email address
2. TransactionTotals.csv - transaction id (primary key), customer id, merchandise total price, accessories total price, transaction datetime

Data Sources. Survey Responses -

This data source consists of two JSON files that are programmatically uploaded to a Microsoft SharePoint folder container at 6 PM every Friday.

1. Respondents.json - customer id (primary key), name, phone number, email address
2. Responses.json - response id (primary key), customer id, satisfaction score (1-5), comments, response date

Note: The satisfaction survey asks for a single satisfaction score on a scale of 1 to 5, with 1 meaning extremely dissatisfied and 5 meaning extremely satisfied. Respondents may optionally include comments.

Data Sources. Customer Interactions

This data source consists of a connection to data from the Contoso Dynamics 365 Customer Service application through a Microsoft Dataverse managed data lake. The relevant tables are all system tables.

1. Contacts - all system attributes are available
2. Activities - all system attributes are available
3. Cases (Incidents) - all system attributes are available

Note: Customer inquiries and feedback are stored as case (incident) records in the customer service application. Inquiries are tracked using the standard "question" case type value, and feedback are tracked using the standard "problem" case type value.

You are configuring customer measures to track lifetime grooming spend and lifetime web purchase spend.

• You create a segment for customers with a lifetime grooming spend greater than $500.
• You create another segment for customers with a lifetime web purchase spend greater than $100.

You need to understand which customers are members of both segments and how the customer's City affects the distribution.

Which should you do in Microsoft Dynamics 365 Customer Insights?

A. Create a segment overlap analysis and include the lifetime spend measures.

B. Create a segment overlap analysis, and include the City field.

C. Generate suggested segments using the City field and lifetime spend measures.

D. Create a segment overlap analysis, and include the City field and lifetime spend measures.

Question #19 *Topic 5*

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 information. Overview -

Blue Yonder Airlines created a new division named BY Excursions (BYE). BYE operates site-seeing tours and other excursions in vacation destinations across North America.

BYE is the product of the acquisition of three regional tour and excursion companies.

• Each of these regional operations have updated their branding.
• The three operations continue to maintain separate CRM systems for sales and customer service in their respective territories (East West and Central).
• Each regional operator offers different types of tours and excursions. For example, the East region currently offers boat tours, but the Central region does not

General information. Technology footprint

BYE uses a single instance of Dynamics 365 Marketing for marketing automation, and it recently implemented Dynamics 365 Customer Insights as its CDP. Dynamics 365 Marketing and Customer Insights are not currently connected.

A corporate data lake is built on Azure Data Lake Gen 2. This data lake has two containers named “imports” and “exports.” The BYE data science team uses Azure Machine Learning Studio to build predictive models.

CRM data extracts. Overview -

An Azure Data Factory pipeline produces flat-file extracts of all customers, events, and survey response data from every regional CRM system, and copies them to the corporate data lake imports container daily. These extracts are produced in pipe-delimited text format and each type of extract file has the same schema. The pipeline runs at 1 a.m. US Eastern Standard Time (UTC -5). Each regional system extract has the same format.

CRM data extracts. Customers -

Customer data is represented as records in the Customer extract file. This file contains customer address and contact information. Because customers can make purchases in more than one region, the same customer may be represented in multiple regional extract files. Regional extracts may also contain multiple records corresponding to the same individual customer.