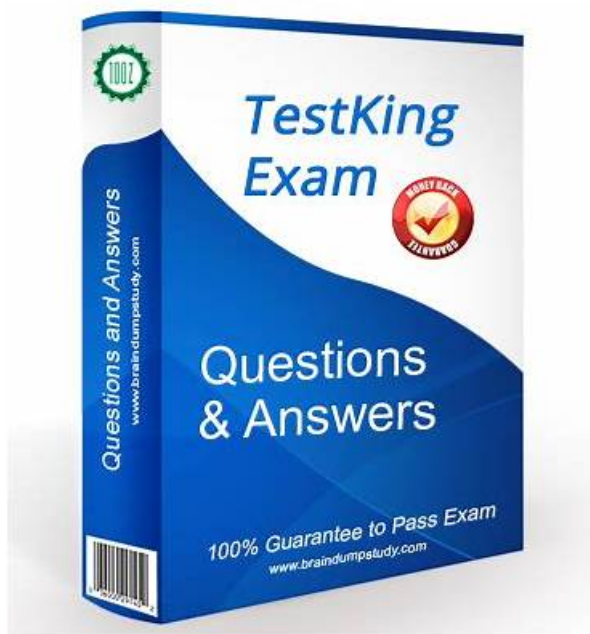# Popular Data-Con-101 Study Materials Offer You Splendid Exam Questions - TestKingFree

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Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• Identity Resolution: This domain explores creating unified customer profiles through matching and reconciliation processes. It covers how rule sets determine when records link together, how conflicting data is resolved, and understanding the outcomes and use cases of unified identities.
Topic 2	• Data Cloud Setup and Administration: This domain focuses on configuring and managing Data Cloud environments through permissions, data streams, data bundles, and data spaces. It also covers administrative tools and techniques for diagnosing and exploring data using reports, dashboards, flows, APIs, and explorer tools.
Topic 3	• Data Ingestion and Modeling: This domain addresses bringing data into Data Cloud and structuring it properly through transformation, ingestion from various sources, and data mapping. It emphasizes best practices for modeling data to support identity resolution and validating ingested data using available tools.

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Salesforce Certified Data Cloud Consultant Sample Questions (Q160-Q165):

NEW QUESTION # 160
A Data Cloud consultant recently added a new data source and mapped some of the data to a new custom data model object (DMO) that they want to use for creating segments. However, they cannot view the newly created DMO when trying to create a new segment.
What is the cause of this issue?

- A. Segmentation is only supported for the Individual and Unified Individual DMOs.
- B. The new DMO does not have a relationship to the individual DMO
- C. The new DMO is not of category Profile.
- D. Data has not yes been ingested into the DMO.

Answer: C

Explanation:
The cause of this issue is that the new custom data model object (DMO) is not of category Profile. A category is a property of a DMO that defines its purpose and functionality in Data Cloud. There are three categories of DMOs: Profile, Event, and Other. Profile DMOs are used to store attributes of individuals or entities, such as name, email, address, etc. Event DMOs are used to store actions or interactions of individuals or entities, such as purchases, clicks, visits, etc. Other DMOs are used to store any other type of data that does not fit into the Profile or Event categories, such as products, locations, categories, etc. Only Profile DMOs can be used for creating segments in Data Cloud, as segments are based on the attributes of individuals or entities. Therefore, if the new custom DMO is not of category Profile, it will not appear in the segmentation canvas. The other options are not correct because they are not the cause of this issue. Data ingestion is not a prerequisite for creating segments, as segments can be created based on the data model schema without actual data. The new DMO does not need to have a relationship to the individual DMO, as segments can be created based on any Profile DMO, regardless of its relationship to other DMOs. Segmentation is not only supported for the Individual and Unified Individual DMOs, as segments can be created based on any Profile DMO, including custom ones.
References: Create a Custom Data Model Object from an Existing Data Model Object, Create a Segment in Data Cloud, Data Model Object Category

NEW QUESTION # 161
Northern Trail Outfitters wants to implement Data Cloud and has several use cases in mind.
Which two use cases are considered a good fit for Data Cloud?
Choose 2 answers

- A. To create and orchestrate cross-channel marketing messages
- B. To eliminate the need for separate business intelligence and IT data management tools
- C. To ingest and unify data from various sources to reconcile customer identity
- D. To use harmonized data to more accurately understand the customer and business impact

Answer: C,D

Explanation:
Data Cloud is a data platform that can help customers connect, prepare, harmonize, unify, query, analyze, and act on their data across various Salesforce and external sources. Some of the use cases that are considered a good fit for Data Cloud are:
To ingest and unify data from various sources to reconcile customer identity. Data Cloud can help customers bring all their data, whether streaming or batch, into Salesforce and map it to a common data model. Data Cloud can also help customers resolve identities across different channels and sources and create unified profiles of their customers.
To use harmonized data to more accurately understand the customer and business impact. Data Cloud can help customers transform and cleanse their data before using it, and enrich it with calculated insights and related attributes. Data Cloud can also help customers create segments and audiences based on their data and activate them in any channel. Data Cloud can also help customers use AI to predict customer behavior and outcomes.
The other two options are not use cases that are considered a good fit for Data Cloud. Data Cloud does not provide features to

create and orchestrate cross-channel marketing messages, as this is typically handled by other Salesforce solutions such as Marketing Cloud. Data Cloud also does not eliminate the need for separate business intelligence and IT data management tools, as it is designed to work with them and complement their capabilities.
Learn How Data Cloud Works
About Salesforce Data Cloud
Discover Use Cases for the Platform
Understand Common Data Analysis Use Cases

NEW QUESTION # 162
A consultant needs to package Data Cloud components from one organization to another.
Which two Data Cloud components should the consultant include in a data kit to achieve this goal?
Choose 2 answers

- A. Data model objects
- B. Calculated insights
- C. Segments
- D. Identity resolution rulesets

Answer: A,D

Explanation:
To package Data Cloud components from one organization to another, the consultant should include the following components in a data kit:
Data model objects: These are the custom objects that define the data model for Data Cloud, such as Individual, Segment, Activity, etc. They store the data ingested from various sources and enable the creation of unified profiles and segments1.
Identity resolution rulesets: These are the rules that determine how data from different sources are matched and merged to create unified profiles. They specify the criteria, logic, and priority for identity resolution2. References:
1: Data Model Objects in Data Cloud
2: Identity Resolution Rulesets in Data Cloud

NEW QUESTION # 163
What is a typical use case for Salesforce Data Cloud?

- A. Storing CRM data on promises
- B. Data synchronization across the Salesforce ecosystem
- C. Sending personalized emails at scale
- D. Data harmonization across multiple platforms

Answer: D

Explanation:
A typical use case for Salesforce Data Cloud is data harmonization across multiple platforms . Here's why:
Understanding Salesforce Data Cloud
Salesforce Data Cloud is designed to aggregate, unify, and analyze customer data from multiple sources, including CRM, Marketing Cloud, external systems, and third-party platforms.
Its primary purpose is to provide a unified view of customer data for personalized experiences and actionable insights.
Why Data Harmonization Across Multiple Platforms?
Data Harmonization :
Data Cloud harmonizes data by standardizing and cleansing it from disparate sources.
This ensures consistency and accuracy across platforms, enabling organizations to create a single source of truth for customer data.
Use Case Alignment :
Data harmonization is a core functionality of Data Cloud, making it the most relevant use case among the options provided.
Other Options Are Less Relevant :
A). Data synchronization across the Salesforce ecosystem : While Data Cloud integrates with Salesforce products, its primary focus is on unifying data from multiple platforms, not just Salesforce.
B). Storing CRM data on premises : Data Cloud is a cloud-based solution and does not support on-premises storage.
D). Sending personalized emails at scale : This is a use case for Marketing Cloud, not Data Cloud.

Steps to Achieve Data Harmonization
Step 1: Ingest Data
Bring in customer data from multiple sources (e.g., CRM, Marketing Cloud, external systems) into Data Cloud.
Step 2: Standardize and Cleanse Data
Use batch or streaming transformations to standardize formats, remove duplicates, and cleanse data.
Step 3: Create Unified Profiles
Use identity resolution to merge related records into a single unified profile.
Step 4: Activate Insights
Leverage the harmonized data for segmentation, personalization, and analytics.
Conclusion
The most typical use case for Salesforce Data Cloud is data harmonization across multiple platforms , enabling organizations to unify and leverage customer data effectively.

NEW QUESTION # 164

When performing segmentation or activation, which time zone is used to publish and refresh data?

- A. Time zone of the user creating the activity
- B. Time zone of the Data Cloud Admin user
- C. Time zone specified on the activity at the time of creation
- D. Time zone set by the Salesforce Data Cloud org

Answer: D

Explanation:
The time zone that is used to publish and refresh data when performing segmentation or activation is D. Time zone set by the Salesforce Data Cloud org. This time zone is the one that is configured in the org settings when Data Cloud is provisioned, and it applies to all users and activities in Data Cloud. This time zone determines when the segments are scheduled to refresh and when the activations are scheduled to publish.
Therefore, it is important to consider the time zone difference between the Data Cloud org and the destination systems or channels when planning the segmentation and activation strategies. References: Salesforce Data Cloud Consultant Exam Guide, Segmentation, Activation

NEW QUESTION # 165

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