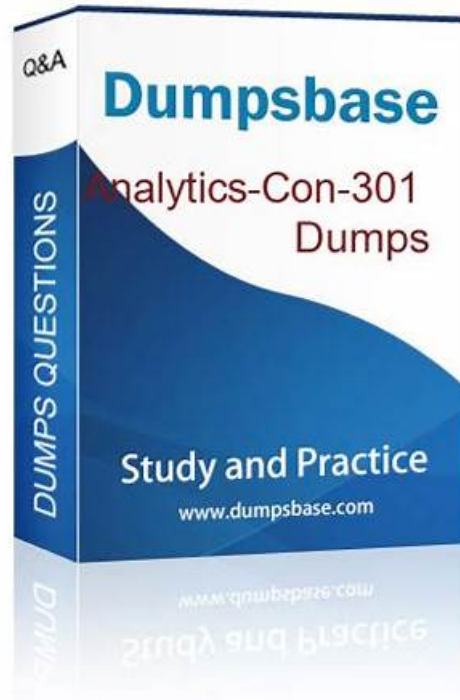


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Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> • Data Analysis: This domain targets Tableau Consultants to plan and prepare data connections effectively. It includes recommending data transformation strategies, designing row-level security (RLS) data structures, and implementing advanced data connections such as Web Data Connectors and Tableau Bridge. Skills in specifying granularity and aggregation strategies for data sources across Tableau products are emphasized.
Topic 2	<ul style="list-style-type: none"> • Business Analysis: This section of the exam measures skills of Tableau Consultants focusing on evaluating the current state of analytics within an organization. It covers mapping business needs to Tableau capabilities, translating analytical requirements to best practices in Tableau, and recommending appropriate deployment options like Tableau Server or Tableau Cloud. It also includes evaluating existing data structures for supporting business needs and identifying performance risks and opportunities.
Topic 3	<ul style="list-style-type: none"> • Data Visualization: This section evaluates the Tableau Consultant’s ability to design effective visual analytics solutions. It involves creating dashboards and visual reports that enhance user understanding, employing techniques like dynamic actions and advanced chart types, and ensuring performance optimization for an interactive user experience.

Topic 4	<ul style="list-style-type: none"> • Data Management: This part focuses on establishing governance and support for published content. Tableau Consultants are expected to manage data security, publish and maintain data sources and workbooks, and oversee content access. It includes applying governance best practices, using metadata APIs, and supporting administration functions to maintain data integrity and accessibility.
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Salesforce Certified Tableau Consultant Sample Questions (Q96-Q101):

NEW QUESTION # 96

A client wants to view stores serviced by delivery drivers on a map. The have the information provided in the table below:

Store #	Street Address 1	Street Address 2	City	State	Driver ID
129	101 Random Place Rd	St 401	Anywhere	CA	57
131	Somewhere Drive		Anywhere	CA	57
183	201 General Rd	St 201	Nearby	CA	57
45	57 Alphabet St		Anywhere	CA	26

What does the client need to do to plot exact street addresses on the map?

- A. Change the data type of Street Address 1 and Street Address 2 to the Geographic role.
- B. Establish a hierarchy of State > City > Street Address 1 > Street Address 2.
- C. Add a Map layer to the visualization.
- **D. Custom geocode the street addresses.**

Answer: D

Explanation:

Tableau's built-in geocoding supports only the following geographic roles:

- * Country
- * State / Province
- * County
- * City

- * Postal Code
- * Airport
- * Area codes
- * Congressional districts, etc.

Tableau does NOT natively geocode street-level addresses.

When a dataset contains street address fields, Tableau will not recognize them as geographic fields because:

- * Street Address 1 and Street Address 2 are not valid Tableau geographic roles.
- * Tableau cannot automatically translate street text (like "101 Random Place Rd") into latitude/longitude.

Therefore, to plot street-level points on a map, Tableau requires:

Custom geocoding OR latitude/longitude fields.

Tableau documents that for exact address locations:

- * You must either supply latitude and longitude for each address, or
- * Use custom geocoding, where the user uploads a .csv with addresses matched to coordinates.

Why the other answer choices are incorrect:

B). Change the data type to Geographic role

Street address fields cannot be assigned a geographic role. Tableau will reject them or not map them.

C). Establish a hierarchy

Hierarchies help with drilldown but do not generate geographic coordinates for street addresses.

D). Add a map layer

Map layers allow visual overlays but cannot generate geocoding for address fields.

The only correct way to map street addresses is to custom geocode (or supply lat/long), which matches option A).

* Tableau Geocoding documentation stating street-level addresses are not natively supported.

* Custom Geocoding instructions for mapping exact address points.

* Mapping best practices stating that lat/long or custom geocode files are required for street accuracy.

NEW QUESTION # 97

A worksheet uses a LOOKUP function to display Sales by Month, Year of Order Date, and sales from the last 12 months. A consultant wants to use a Relative Date Filter to filter for data from the last 12 months.

However, when the consultant does this, the prior year's data is removed from the sheet.

Which two actions should the consultant take to retain the prior year's data after applying the filter? Choose two.

- A. Create the following calculation: `LOOKUP(MIN([Order Date]),0)`. Filter on that calculation instead of Order Date.
- B. Create the following calculation: `DATEDIFF('month', [Order Date], {MAX([Order Date])}) < 12`. Hide all False values.
- C. Replace the LOOKUP function with a FIXED Level of Detail (LOD) expression.
- D. Set the Relative Date filter as a Context Filter instead of Measure Filter.

Answer: A,D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

A LOOKUP table calculation requires access to rows outside the filtered date range so that the calculation can reference prior data.

When a Relative Date Filter removes older data before the table calculation is evaluated, the LOOKUP loses the needed rows, causing the prior year's data to disappear.

Tableau's order of operations states:

- * Relative Date Filters act early (at the dimension filter stage).
- * Table calculations act very late.
- * To preserve table calculation context, filters must not remove necessary rows.

Two Tableau-documented approaches address this:

Explanation for B

Setting the Relative Date Filter as a Context Filter allows table calculations to operate on the full dataset needed for LOOKUP. Context filters create a separate temporary table, and subsequent filters like table calculations evaluate after the context is established.

This ensures older rows are still available to the LOOKUP function.

Explanation for C

Creating a field such as:

`LOOKUP(MIN([Order Date]), 0)`

and filtering on this field instead of Order Date converts the filter into a table calculation filter, which occurs after the LOOKUP computation. Tableau documentation explains that table calculation filters preserve the full dataset required for the LOOKUP window.

This ensures that the LOOKUP still has access to last year's values even when filtering for the current 12 months.

Why A is incorrect

Replacing LOOKUP with an LOD changes the logic entirely.

LOD expressions cannot replicate moving-window or lag-type behavior.

Why D is incorrect

DATEDIFF logic can replicate a rolling window, but hiding False values is essentially a manual filter and does not preserve the integrity of the LOOKUP's required partitioning. It also contradicts Tableau's recommended approach for maintaining table calculation context.

* Tableau Order of Operations explaining why table calculation filters preserve data for LOOKUP.

* Tableau documentation on context filters and how they allow more data to remain available for downstream table calculations.

* Tableau guidance on how Relative Date Filters interact with table calculations.

* Best practices for preserving table calculation window rows when filtering.

NEW QUESTION # 98

A client is using Tableau to visualize data by leveraging security token-based credentials. Suddenly, sales representatives in the field are reporting that they cannot access the necessary workbooks. The client cannot recreate the error from their offices, but they have seen screenshots from the field agents. The client wants to restore functionality for the field agents with minimal disruption.

Which step should the consultant recommend to accomplish the client's goal?

- A. Ensure that "Allow Refresh Access" was checked when the data source was published.
- **B. Renew the security token via the Data Connection on Tableau Server.**
- C. Change the data source permissions for the connection to "Prompt User."
- D. Ask the workbook owners to republish the workbooks to refresh the security token.

Answer: B

Explanation:

When field agents are unable to access workbooks due to issues with security token-based credentials, the most immediate and least disruptive solution is to renew the security token. This can be done through the Data Connection settings on Tableau Server.

Renewing the token will restore access for the field agents without requiring them to take any action or affecting other users.

References: The use of personal access tokens (PATs) in Tableau and the procedure for renewing them are documented in Tableau's official resources. It is noted that PATs are long-lived authentication tokens that can be revoked and renewed to manage access securely¹. Additionally, there have been discussions in the Tableau Community regarding issues with concurrent PAT access, which further supports the need to manage tokens effectively².

NEW QUESTION # 99

A client currently has a workbook with the table shown below.

Category	Sub-Category	Sales	Total Sales Value	
Furniture	Bookcases	\$115,361	\$2,326,534	Abc
	Chairs	\$335,768	\$2,326,534	Abc
	Furnishings	\$95,598	\$2,326,534	Abc
	Tables	\$208,020	\$2,326,534	Abc
Office	Appliances	\$108,213	\$2,326,534	Abc
Supplies	Art	\$27,659	\$2,326,534	Abc
	Binders	\$207,355	\$2,326,534	Abc
	Envelopes	\$16,528	\$2,326,534	Abc
	Fasteners	\$8,532	\$2,326,534	Abc
	Labels	\$12,695	\$2,326,534	Abc
	Paper	\$79,541	\$2,326,534	Abc
	Storage	\$224,643	\$2,326,534	Abc
	Supplies	\$46,725	\$2,326,534	Abc
Technology	Phones	\$331,843	\$2,326,534	Abc
	Machines	\$189,925	\$2,326,534	Abc
	Phones	\$331,843	\$2,326,534	Abc

Which method will produce the output for the Total Sales Value field for all the categories shown in the table?

- A. Quick Table Calculation
- **B. Level of Detail (LOD) Calculation**
- C. MAX() Function
- D. A Window Function

Answer: B

Explanation:

To calculate the Total Sales Value for all categories as displayed in the table, an LOD expression is ideal. An LOD calculation in Tableau allows you to compute values at the data level that is different from the view level. In this case, since the Total Sales Value appears consistent across different sub-categories within each category, an LOD expression can be used to fix the Total Sales Value irrespective of the sub-category detail.

Here's how to set it up:

- * Go to the Calculations area by right-clicking in the data pane and selecting "Create Calculated Field".
- * Enter a name for the calculation, such as "Total Sales Value".
- * Enter the LOD expression: `{ FIXED [Category] : SUM([Sales]) }`. This calculation fixes the total sales to the category level, effectively summing sales for all sub-categories within each category, irrespective of how the data is broken down in the view.
- * Drag this new calculated field into your visualization alongside the existing measures.

This method ensures that the Total Sales Value reflects the total for each category across all its sub-categories, matching the uniform values shown across different rows for each category in your table.

References

The explanation utilizes the concept of Level of Detail calculations in Tableau, which allows for advanced aggregations independent of the view level details. This concept is covered extensively in Tableau's official documentation and relevant training materials such as Tableau's online help resources.

NEW QUESTION # 100

From the desktop, open the CC workbook. Use the US Population Estimates data source.

You need to shape the data in US Population Estimates by using Tableau Desktop. The data must be formatted as shown in the following table.

Field name	Data type
Sex	String
Origin	String
Race	String
Year	Number (whole)
Age	Number (whole)
Population	Number (whole)

Open the Population worksheet. Enter the total number of records contained in the data set into the Total Records parameter. From the File menu in Tableau Desktop, click Save.

Answer:

Explanation:

See the complete Steps below in Explanation:

Explanation:

To shape the data in the "US Population Estimates" data source and enter the total number of records into the "Total Records" parameter in Tableau Desktop, follow these steps:

- * Open the CC Workbook and Access the Worksheet:
- * From the desktop, double-click on the CC workbook to open it in Tableau Desktop.
- * Navigate to the Population worksheet by selecting its tab at the bottom of the window.
- * Format and Shape the Data:
 - * Ensure the data types match those specified in the requirements: Sex, Origin, Race as strings; Year, Age, Population as whole numbers.
 - * To verify or change the data type, click on the dropdown arrow next to each field name in the Data pane and select "Change Data Type" if necessary.
- * Calculate Total Number of Records:
- * Create a new calculated field named "Total Records". To do this, right-click in the Data pane and select "Create Calculated Field".

- * Enter the formula COUNT([Record ID]) or SUM([Number of Records]) depending on how the data source identifies each row uniquely.
- * Drag this new calculated field onto the worksheet to display the total number of records.
- * Enter the Value into the Total Records Parameter:
- * Locate the "Total Records" parameter in the Data pane. Right-click on the parameter and select "Edit".
- * Manually enter the number displayed from the calculated field into the parameter, ensuring accuracy to meet the data shaping requirement.
- * Save Your Changes:
- * From the File menu, click 'Save' to ensure all your changes are stored.

References:

Tableau Desktop Guide: Provides detailed instructions on managing data types, creating calculated fields, and updating parameters.

Tableau Data Shaping Techniques: Outlines effective methods for manipulating and structuring data for analysis.

This process will ensure the data in the "US Population Estimates" is accurately shaped according to the specified format and that the total number of records is correctly calculated and entered into the designated parameter. This thorough approach ensures data integrity and accuracy in reporting.

NEW QUESTION # 101

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