

Certification AP-215 Test Questions - Exam AP-215 Cram Review

AP GOV CRAM EXAM REVIEW NEWEST 2024 QUESTIONS AND CORRECT VERIFIED ANSWERS

Federal Mandates - ANSWER-Regulations that the national government imposes on state and local governments

categorical grants - ANSWER-Federal grants for specific purposes, such as building an airport

Block Grants - ANSWER-Federal grants given more or less automatically to states or communities to support broad programs in areas such as transportation

Revenue Sharing - ANSWER-The distribution of a portion of federal tax revenues to state and local governments.

14th Amendment - ANSWER-Citizenship Clause, Due Process Clause applies to the States, Equal Protection Clause and Privileges and Immunities Clause

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Salesforce AP-215 Exam Syllabus Topics:

Section	Objectives

Data Integration and Configuration	- Data Ingestion • 1. File upload and API data sources • 2. Scheduling and refresh settings - Data Mapping • 1. Mapping fields from source files • 2. Data model configuration - Data Stream Types • 1. Configuring data source properties • 2. Understanding different data stream types
Marketing Intelligence Platform Fundamentals	- Platform Overview • 1. Key features and capabilities • 2. Marketing Cloud Intelligence (formerly Datorama) overview - Administration and Security • 1. User management and permissions • 2. Workspace and account settings
Reports and Activation	- Data Export • 1. Integration with external tools • 2. Exporting data and insights - Report Types • 1. Report scheduling • 2. Standard and custom reports
Data Visualization and Dashboards	- Filters and Drill-Downs • 1. Global and local filters • 2. Drill-down configuration - Calculated Measurements • 1. Formulas and functions • 2. Creating custom calculations - Dashboard Design • 1. Building dashboards • 2. KPI widgets and chart types

Data Harmonization and Data Model	- Parent-Child Data Streams • 1. Override Media Buy Hierarchies • 2. Data Update Permissions • 3. Linking data streams - Data Classification • 1. Hierarchy management • 2. Attribute classification - Dimensions and Measures • 1. Creating and managing measures (KPIs) • 2. Creating and managing dimensions • 3. Calculated measurements
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Salesforce Marketing Cloud Intelligence Accredited Professional Sample Questions (Q47-Q52):

NEW QUESTION # 47

Which three statements describe Overarching Entities? 03m 23s

- A. Once the data streams in which Custom Classification values were mapped are deleted, their data is deleted.
- B. Some overarching entities hold a Many-to-Many relationship with the main entity, and others hold a One-to-Many relationship with it.
- C. The values of these entities are stored at the workspace level, rather than the data stream level
- D. When needed, these entities can act as a main entity, replacing the original one.
- E. These are mappable dimensions that are present in each and every dataset type

Answer: B,C,D

Explanation:

Overarching Entities in Salesforce Marketing Cloud Intelligence are designed to provide a high level of data organization that spans across multiple data streams. The key points about Overarching Entities are:

B . Relationship Types: Overarching entities can have either a Many-to-Many or One-to-Many relationship with the main entity, which allows for flexible data modeling and relationship definitions based on the nature of the data and how it should be analyzed and reported.

C . Acting as Main Entity: They can serve as a main entity in certain situations, enabling a shift in perspective for data analysis. This can be particularly useful when there is a need to view data from a different dimension that is more aligned with business requirements.

E . Storage Level: The values of these entities are not tied to any single data stream but are maintained at a workspace level, ensuring that they can be applied consistently across different datasets, which is critical for maintaining data integrity and ensuring that classifications are applied uniformly.

NEW QUESTION # 48

What are two potential reasons for performance issues (when loading a dashboard) when using the CRM data stream type?

- A. Pacing - daily rows are being created for every lead and opportunity keys
- B. When a data stream type 'CRM - Leads' is created, another complementary 'CRM - Opportunity' is created automatically.
- C. No mappable measurements - all measurements are calculated
- D. The data is stored at the workspace level.

Answer: A,C

NEW QUESTION # 49

What Is a disadvantage of using a Vlookup formula?

- A. It cannot be used more than once from the same data stream.
- B. It allows classifying data only on a basis of mutual entity keys.
- C. Could extend processing time of data streams.
- D. Can return values only from the same data stream type

Answer: C

Explanation:

The use of VLOOKUP formulas can increase the processing time of data streams because it requires a lookup operation for each row in the data set. When large volumes of data are involved, or when multiple VLOOKUPs are used, this can significantly impact processing time due to the complexity and computational requirements of matching and retrieving the data.

NEW QUESTION # 50

A technical architect is provided with the logic and Opportunity file shown below:

The opportunity status logic is as follows:

For the opportunity stages "Interest", "Confirmed Interest" and "Registered", the status should be "Open".

For the opportunity stage "Closed", the opportunity status should be closed Otherwise, return null for the opportunity status

Opportunity File		
Day	Opportunity Key	Opportunity Stage
06-Jan	123AA01	Interest
06-Jan	123AA02	Interest
06-Jan	123AA03	Interest
08-Jan	123AA01	Confirmed Interest
09-Jan	123AA02	Confirmed Interest
10-Jan	123AA01	Registered
10-Jan	123AA02	Registered
14-Jan	123AA02	Rejected
14-Jan	123AA01	Closed

Given the above file and logic and assuming that the file is mapped in a GENERIC data stream type with the following mapping:

"Day" - Standard "Day" field

"Opportunity Key" > Main Generic Entity Key

"Opportunity Stage" - Generic Entity Key 2

"Opportunity Count" - Generic Custom Metric

A pivot table was created to present the count of opportunities in each stage. The pivot table is filtered on January (entire month). What is the number of opportunities in the Interest stage?

- A. 0
- **B. 1**
- C. 2
- D. 3

Answer: B

Explanation:

Based on the Opportunity file, the Opportunity Stage of 'Interest' occurs 3 times across unique Opportunity Keys. Since the pivot table is filtered to present the entire month of January and the Opportunity Stage 'Interest' is listed three times with different Opportunity Keys, the count of opportunities in the 'Interest' stage would be 3.

NEW QUESTION # 51

A client's data consists of three data streams as follows:

Data Stream A:

Day	Media Buy Key	Media Buy Name	Campaign Key	Impressions	Revenue
01-Apr-20	MBK_1	MBN_A_1	CK_3	100	\$ 1
01-Apr-20	MBK_2	MBN_A_2	CK_4	200	\$ 2

Data Stream B:

Day	Campaign Key	Campaign Name	Creative Key	Clicks	Media Cost
01-Apr-20	CK_1	CN_B_1	CRTK_B_1	10	\$ 2
01-Apr-20	CK_2	CN_B_2	CRTK_B_2	20	\$ 3

Data Stream C:

Day	Media Buy Key	Campaign Key	Site Key	Site Name	Revenue
01-Apr-20	MBK_1	CK_1	SK_C_1	SN_C_1	\$ 4
01-Apr-20	MBK_2	CK_2	SK_C_2	SN_C_2	\$ 5
01-Apr-20	MBK_5	CK_5	SK_C_2	SN_C_2	\$ 7

The data streams should be linked together through a parent-child relationship.

Out of the three data streams, Data Stream C is considered the source of truth for both the dimensions and measurements.

The client would like to have a "Site Revenue" measurement.

This measurement should return the highest revenue value per Site, for example:

For Site Key 'SK_C_2', the "Site Revenue" should be \$7.00.

When aggregated by date, the "Site Revenue" measurement should return the total sum of the results of all sites.

For example:

For the date 1 Apr 2020, "Site Revenue" should be \$11.00 (sum of Site Revenue for Site Keys 'SK_C_1' (\$4.00) and 'SK_C_2' (\$7.00))

	Calculated measurements	Site Revenue 2 FINAL	Site Key	SUM	[Site Revenue salesforce]
Option 3	-	Site Revenue 3	Site Key	SUM	[Revenue]
Option 4	The client adjusted the mapping of Data Stream C and changed the Aggregation Function of Revenue to MAX	Site Revenue 4	Site Key	SUM	[Revenue]

Which options will yield the desired result;

- A. Option #1 & Option #3
- B. Option #2 & Option #4
- C. Option #2 & Option #3
- D. Option #1 & Option #4

Answer: B

Explanation:

Option #2: It suggests using the 'SUM' function to aggregate the 'Site Revenue' for each 'Site Key'. This is necessary to ensure that when aggregated by date, 'Site Revenue' should return the total sum of the highest revenue for all sites.

Option #4: It indicates changing the Aggregation Function of Revenue to 'MAX' within Data Stream C.

This ensures that for a given 'Site Key', the highest revenue value is selected, which is correct for individual site revenue determination.

Combining Option #2 and Option #4 will provide the desired result:

For an individual 'Site Key', it will give the highest revenue (using MAX aggregation in Option #4).

When aggregating by date across all 'Site Key's, it will sum the highest revenues (using the SUM function in Option #2).

NEW QUESTION # 52

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