

# Salesforce Review Data-Con-101 Guide: Salesforce Certified Data Cloud Consultant - ITdumpsfree 100% Safe Shopping Experience



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## Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>Segmentation and Insights: This domain centers on creating audience segments and deriving analytical insights from Data Cloud. It includes configuring and maintaining segments, analyzing membership scenarios, and distinguishing between calculated insights and real-time streaming insights.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>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.</li></ul>

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## Salesforce Certified Data Cloud Consultant Sample Questions (Q95-Q100):

### NEW QUESTION # 95

A consultant is troubleshooting a segment error.

Which error message is solved by using calculated insights Instead of nested segments?

- **A. Segment is too complex.**
- B. Segment can't be published.
- C. Segment population count failed.
- D. Multiple population counts are in progress.

**Answer: A**

Explanation:

Segment Errors in Data Cloud: Segments in Salesforce Data Cloud can encounter errors due to various reasons, including complexity and nested segments.

Calculated Insights vs. Nested Segments:

Complex Segments: If a segment is too complex due to extensive nesting or numerous conditions, it can lead to errors.

Simplification with Calculated Insights: Using calculated insights can simplify segment creation by pre- computing and storing complex logic or aggregations, which can then be referenced directly in the segment.

Solution:

Step 1: Identify the segment causing the "Segment is too complex" error.

Step 2: Break down complex logic into calculated insights.

Step 3: Use these calculated insights in segment definitions to reduce complexity.

References:

Salesforce Data Cloud Calculated Insights

Salesforce Data Cloud Segment Creation

### NEW QUESTION # 96

If a data source does not have a field that can be designated as a primary key, what should the consultant do?

- A. Select a field as a primary key and then add a key qualifier.
- B. Remove duplicates from the data source and then select a primary key.
- **C. Create a composite key by combining two or more source fields through a formula field.**
- D. Use the default primary key recommended by Data Cloud.

**Answer: C**

Explanation:

Understanding Primary Keys in Salesforce Data Cloud:

A primary key is a unique identifier for records in a data source. It ensures that each record can be uniquely identified and accessed.

Reference: Salesforce Primary Key Documentation

Challenges with Missing Primary Keys:

Some data sources may lack a natural primary key, making it difficult to uniquely identify records.

Reference: Salesforce Data Integration Guide

Solution: Creating a Composite Key:

Composite Key Definition: A composite key is created by combining two or more fields to generate a unique identifier.

Formula Fields: Using a formula field, different fields can be concatenated to create a unique composite key.

Example: If "Email" and "Phone Number" together uniquely identify a record, a formula field can concatenate these values to form a composite key.

Reference: Salesforce Composite Key Creation Guide

Steps to Create a Composite Key:

Identify fields that, when combined, can uniquely identify each record.

Create a formula field that concatenates these fields.

Use this composite key as the primary key for the data source in Data Cloud.  
Reference: Salesforce Formula Field Documentation

### NEW QUESTION # 97

Cumulus Financial created a segment called Multiple Investments that contains individuals who have invested in two or more mutual funds.

The company plans to send an email to this segment regarding a new mutual fund offering, and wants to personalize the email content with information about each customer's current mutual fund investments.

How should the Data Cloud consultant configure this activation?

- A. Choose the Multiple Investments segment, choose the Email contact point, add related attribute Fund Name, and add related attribute filter for Fund Type equal to "Mutual Fund".
- B. Include Fund Type equal to "Mutual Fund" as a related attribute. Configure an activation based on the new segment with no additional attributes.
- C. Include Fund Name and Fund Type by default for post processing in the target system.
- D. Choose the Multiple Investments segment, choose the Email contact point, and add related attribute Fund Type.

**Answer: A**

Explanation:

To personalize the email content with information about each customer's current mutual fund investments, the Data Cloud consultant needs to add related attributes to the activation. Related attributes are additional data fields that can be sent along with the segment to the target system for personalization or analysis purposes. In this case, the consultant needs to add the Fund Name attribute, which contains the name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to "Mutual Fund" to ensure that only relevant data is sent. The other options are not correct because:

A). Including Fund Type equal to "Mutual Fund" as a related attribute is not enough to personalize the email content. The consultant also needs to include the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in.  
C). Adding related attribute Fund Type is not enough to personalize the email content. The consultant also needs to add the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to "Mutual Fund" to ensure that only relevant data is sent.  
D). Including Fund Name and Fund Type by default for post processing in the target system is not a valid option. The consultant needs to add the related attributes and filters during the activation configuration in Data Cloud, not after the data is sent to the target system. References: Add Related Attributes to an Activation

- Salesforce, Related Attributes in Activation - Salesforce, Prepare for Your Salesforce Data Cloud Consultant Credential

### NEW QUESTION # 98

When creating a segment on an individual, what is the result of using two separate containers linked by an AND as shown below?

GoodsProduct | Count | At Least | 1

Color | Is Equal To | red

AND

GoodsProduct | Count | At Least | 1

PrimaryProductCategory | Is Equal To | shoes

- A. Individuals who purchased at least one of any red' product and also purchased at least one pair of shoes'
- B. Individuals who purchased at least one 'red shoes' as a single line item in a purchase
- C. Individuals who purchased at least one of any 'red' product or purchased at least one pair of shoes'
- D. Individuals who made a purchase of at least one 'red shoes' and nothing else

**Answer: A**

Explanation:

When creating a segment on an individual, using two separate containers linked by an AND means that the individual must satisfy both the conditions in the containers. In this case, the individual must have purchased at least one product with the color attribute equal to 'red' and at least one product with the primary product category attribute equal to 'shoes'. The products do not have to be the same or purchased in the same transaction. Therefore, the correct answer is A.

The other options are incorrect because they imply different logical operators or conditions. Option B implies that the individual must have purchased a single product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes'. Option C implies that the individual must have purchased only one product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes' and no other products. Option D implies that the individual must have

purchased either one product with the color attribute equal to 'red' or one product with the primary product category attribute equal to 'shoes' or both, which is equivalent to using an OR operator instead of an AND operator.

Create a Container for Segmentation

Create a Segment in Data Cloud

Navigate Data Cloud Segmentation

### NEW QUESTION # 99

Northern Trail Outfitters wants to be able to calculate each customer's lifetime value {LTV} but also create breakdowns of the revenue sourced by website, mobile app, and retail channels.

What should a consultant use to address this use case in Data Cloud?

- A. Metrics on metrics
- B. Flow Orchestration
- C. Nested segments
- D. Streaming data transform

**Answer: A**

Explanation:

Metrics on metrics is a feature that allows creating new metrics based on existing metrics and applying mathematical operations on them. This can be useful for calculating complex business metrics such as LTV, ROI, or conversion rates. In this case, the consultant can use metrics on metrics to calculate the LTV of each customer by summing up the revenue generated by them across different channels. The consultant can also create breakdowns of the revenue by channel by using the channel attribute as a dimension in the metric definition. References: Metrics on Metrics, Create Metrics on Metrics

### NEW QUESTION # 100

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