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Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• 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.
Topic 2	<ul style="list-style-type: none">• Act on Data: This domain focuses on leveraging Data Cloud data for downstream actions through activations and data actions. It covers working with attributes, managing timing dependencies, troubleshooting activation issues like errors and rejected counts, and understanding requirements for triggering automated processes.
Topic 3	<ul style="list-style-type: none">• 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.

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Salesforce Certified Data Cloud Consultant Sample Questions (Q127-Q132):

NEW QUESTION # 127

Northern Trail Outfitters (NTO) wants to send a promotional campaign for customers that have purchased within the past 6 months. The consultant created a segment to meet this requirement.

Now, NTO brings an additional requirement to suppress customers who have made purchases within the last week.

What should the consultant use to remove the recent customers?

- A. Related attributes
- B. Streaming insight
- C. Batch transforms
- **D. Segmentation exclude rules**

Answer: D

Explanation:

The consultant should use B. Segmentation exclude rules to remove the recent customers. Segmentation exclude rules are filters that can be applied to a segment to exclude records that meet certain criteria. The consultant can use segmentation exclude rules to exclude customers who have made purchases within the last week from the segment that contains customers who have purchased within the past 6 months. This way, the segment will only include customers who are eligible for the promotional campaign.

The other options are not correct. Option A is incorrect because batch transforms are data processing tasks that can be applied to data streams or data lake objects to modify or enrich the data. Batch transforms are not used for segmentation or activation. Option C is incorrect because related attributes are attributes that are derived from the relationships between data model objects. Related attributes are not used for excluding records from a segment. Option D is incorrect because streaming insights are derived attributes that are calculated at the time of data ingestion. Streaming insights are not used for excluding records from a segment. References: Salesforce Data Cloud Consultant Exam Guide, Segmentation, Segmentation Exclude Rules

NEW QUESTION # 128

A consultant needs to update a field in CRM as soon as a record gets updated in the DMO.

Which feature should the consultant use?

- **A. Data actions**
- B. Streaming data transform
- C. Data share target
- D. Rapid segments

Answer: A

Explanation:

When a record in the Data Model Object (DMO) is updated, Data Actions can be used to immediately trigger updates in an external system like Salesforce CRM.

Data Actions allow for real-time or near-real-time updates to external systems.

When a record in the DMO is updated, a Data Action can push updates to CRM fields.

This ensures that CRM always reflects the latest Data Cloud updates without manual intervention.

Why Not A?

Data Share Targets are used for sharing data externally (e.g., Snowflake) but do not update CRM fields directly.

Why Not C?

Rapid Segments are used for fast audience segmentation, not for updating CRM fields.

Why Not D?

Streaming Data Transforms are used for real-time data processing, but they do not update CRM fields directly.

Salesforce Data Cloud Reference:

Salesforce Help Documentation - Data Actions Overview

Trailhead Module: Automating Data Updates with Data Actions

NEW QUESTION # 129

A user is not seeing suggested values from newly-modeled data when building a segment. What is causing this issue?

- A. Value suggestion requires Data Aware Specialist permissions at a minimum.
- **B. Value suggestion is still processing and to be available.**
- C. Value suggestion will only return result for the first 50 values of a specific attribute.
- D. Value suggestion can only work on direct attributes and not related attributes.

Answer: B

Explanation:

Value suggestion is a feature that allows users to see suggested values for data model object (DMO) fields when creating segment filters. However, this feature can take up to 24 hours to process and display the values for newly-modeled data. Therefore, if a user is not seeing suggested values from newly-modeled data, it is likely that the value suggestion is still processing and will be available soon. The other options are incorrect because value suggestion does not require any specific permissions, can work on both direct and related attributes, and can return more than 50 values for a specific attribute, depending on the data type and frequency of the values. References: Use Value Suggestions in Segmentation, Data Cloud Limits and Guidelines

NEW QUESTION # 130

Northern Trail Outfitters uses B2C Commerce and is exploring implementing Data Cloud to get a unified view of its customers and all their order transactions.

What should the consultant keep in mind with regard to historical data ingesting order data using the B2C Commerce Order Bundle?

- **A. The B2C Commerce Order Bundle does not ingest any historical data and only ingests new orders from that point on.**
- B. The B2C Commerce Order Bundle ingests 6 months of historical data.
- C. The B2C Commerce Order Bundle ingests 30 days of historical data.
- D. The B2C Commerce Order Bundle ingests 12 months of historical data.

Answer: A

Explanation:

The B2C Commerce Order Bundle is a data bundle that creates a data stream to flow order data from a B2C Commerce instance to Data Cloud. However, this data bundle does not ingest any historical data and only ingests new orders from the time the data stream is created. Therefore, if a consultant wants to ingest historical order data, they need to use a different method, such as exporting the data from B2C Commerce and importing it to Data Cloud using a CSV file¹². References:

Create a B2C Commerce Data Bundle

Data Access and Export for B2C Commerce and Commerce Marketplace

NEW QUESTION # 131

Data Cloud receives a nightly file of all ecommerce transactions from the previous day.

Several segments and activations depend upon calculated insights from the updated data in order to maintain accuracy in the customer's scheduled campaign messages.

What should the consultant do to ensure the ecommerce data is ready for use for each of the scheduled activations?

- A. Set a refresh schedule for the calculated insights to occur every hour.
- B. Ensure the activations are set to Incremental Activation and automatically publish every hour.
- C. Ensure the segments are set to Rapid Publish and set to refresh every hour.
- **D. Use Flow to trigger a change data event on the ecommerce data to refresh calculated insights and segments before the activations are scheduled to run.**

Answer: D

Explanation:

The best option that the consultant should do to ensure the ecommerce data is ready for use for each of the scheduled activations is A. Use Flow to trigger a change data event on the ecommerce data to refresh calculated insights and segments before the activations

are scheduled to run. This option allows the consultant to use the Flow feature of Data Cloud, which enables automation and orchestration of data processing tasks based on events or schedules. Flow can be used to trigger a change data event on the ecommerce data, which is a type of event that indicates that the data has been updated or changed. This event can then trigger the refresh of the calculated insights and segments that depend on the ecommerce data, ensuring that they reflect the latest data. The refresh of the calculated insights and segments can be completed before the activations are scheduled to run, ensuring that the customer's scheduled campaign messages are accurate and relevant.

The other options are not as good as option A. Option B is incorrect because setting a refresh schedule for the calculated insights to occur every hour may not be sufficient or efficient. The refresh schedule may not align with the activation schedule, resulting in outdated or inconsistent data. The refresh schedule may also consume more resources and time than necessary, as the ecommerce data may not change every hour. Option C is incorrect because ensuring the activations are set to Incremental Activation and automatically publish every hour may not solve the problem. Incremental Activation is a feature that allows only the new or changed records in a segment to be activated, reducing the activation time and size. However, this feature does not ensure that the segment data is updated or refreshed based on the ecommerce data. The activation schedule may also not match the ecommerce data update schedule, resulting in inaccurate or irrelevant campaign messages. Option D is incorrect because ensuring the segments are set to Rapid Publish and set to refresh every hour may not be optimal or effective. Rapid Publish is a feature that allows segments to be published faster by skipping some validation steps, such as checking for duplicate records or invalid values.

However, this feature may compromise the quality or accuracy of the segment data, and may not be suitable for all use cases. The refresh schedule may also have the same issues as option B, as it may not sync with the ecommerce data update schedule or the activation schedule, resulting in outdated or inconsistent data. References: Salesforce Data Cloud Consultant Exam Guide, Flow, Change Data Events, Calculated Insights, Segments, [Activation]

NEW QUESTION # 132

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