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Salesforce Certified Data Cloud Consultant Sample Questions (Q60-Q65):

NEW QUESTION # 60

Northern Trail Outfitters uploads new customer data to an Amazon S3 Bucket on a daily basis to be ingested in Data Cloud. Based on this, a calculated insight is created that shows the total spend per customer in the last 30 days.

In which sequence should each process be run to ensure that freshly imported data is ready and available to use for any segment?

- A. Calculated Insight > Refresh Data Stream > Identity Resolution
- B. Identity Resolution > Refresh Data Stream > Calculated Insight
- C. Refresh Data Stream > Calculated Insight > Identity Resolution
- **D. Refresh Data Stream > Identity Resolution > Calculated Insight**

Answer: D

Explanation:

To ensure that freshly imported data is ready and available for use in any segment, the processes should be run in the following sequence: Refresh Data Stream > Identity Resolution > Calculated Insight . Here's why:

Understanding the Requirement

Northern Trail Outfitters uploads new customer data daily to an Amazon S3 bucket, which is ingested into Data Cloud.

A calculated insight is created to show the total spend per customer in the last 30 days.

The goal is to ensure that the data is properly refreshed, resolved, and processed before being used in segments.

Why This Sequence?

Step 1: Refresh Data Stream

Before any processing can occur, the data stream must be refreshed to ingest the latest data from the Amazon S3 bucket.

This ensures that the most up-to-date customer data is available in Data Cloud.

Step 2: Identity Resolution

After refreshing the data stream, identity resolution must be performed to merge related records into unified profiles.

This step ensures that customer data is consolidated and ready for analysis.

Step 3: Calculated Insight

Once identity resolution is complete, the calculated insight can be generated to calculate the total spend per customer in the last 30 days.

This ensures that the insight is based on the latest and most accurate data.

Other Options Are Incorrect :

B). Refresh Data Stream > Calculated Insight > Identity Resolution : Calculated insights cannot be generated before identity resolution because they rely on unified profiles.

C). Calculated Insight > Refresh Data Stream > Identity Resolution : Calculated insights require both fresh data and resolved identities, so this sequence is invalid.

D). Identity Resolution > Refresh Data Stream > Calculated Insight : Identity resolution cannot occur without first refreshing the data stream to bring in the latest data.

Conclusion

The correct sequence is Refresh Data Stream > Identity Resolution > Calculated Insight , ensuring that the data is properly refreshed, resolved, and processed before being used in segments.

NEW QUESTION # 61

A consultant needs to publish segment data to the Audience DMO that can be retrieved using the Query APIs.

When creating the activation target, which type of target should the consultant select?

- A. Marketing Cloud Personalization
- B. Marketing Cloud
- C. External Activation Target
- **D. Data Cloud**

Answer: D

NEW QUESTION # 62

How can a consultant modify attribute names to match a naming convention in Cloud File Storage targets?

- A. Update field names in the data model object.
- **B. Set preferred attribute names when configuring activation.**
- C. Update attribute names in the data stream configuration.
- D. Use a formula field to update the field name in an activation.

Answer: B

Explanation:

A Cloud File Storage target is a type of data action target in Data Cloud that allows sending data to a cloud storage service such as Amazon S3 or Google Cloud Storage. When configuring an activation to a Cloud File Storage target, a consultant can modify the attribute names to match a naming convention by setting preferred attribute names in Data Cloud. Preferred attribute names are aliases that can be used to control the field names in the target file. They can be set for each attribute in the activation configuration, and they will override the default field names from the data model object. The other options are incorrect because they do not affect the field names in the target file. Using a formula field to update the field name in an activation will not change the field name, but only the field value. Updating attribute names in the data stream configuration will not affect the existing data lake objects or data model objects. Updating field names in the data model object will change the field names for all data sources and activations that use the object, which may not be desirable or consistent. References: Preferred Attribute Name, Create a Data Cloud Activation Target, Cloud File Storage Target

NEW QUESTION # 63

A global fashion retailer operates online sales platforms across AMFR, FMFA, and APAC. The data formats for customer, order, and product information vary by region, and compliance regulations require data to remain unchanged in the original data sources. They also require a unified view of customer profiles for real-time personalization and analytics.

Given these requirements, which transformation approach should the company implement to standardize and cleanse incoming data streams?

- A. Implement streaming data transformations.
- B. Transform data before ingesting into Data Cloud.
- **C. Implement batch data transformations.**
- D. Use Apex to transform and cleanse data.

Answer: C

Explanation:

Given the requirements to standardize and cleanse incoming data streams while keeping the original data unchanged in compliance with regional regulations, the best approach is to implement batch data transformations. Here's why:

Understanding the Requirements

The global fashion retailer operates across multiple regions (AMER, EMEA, APAC), each with varying data formats for customer, order, and product information.

Compliance regulations require the original data to remain unchanged in the source systems.

The company needs a unified view of customer profiles for real-time personalization and analytics.

Why Batch Data Transformations?

Batch Transformations for Standardization :

Batch data transformations allow you to process large volumes of data at scheduled intervals.

They can standardize and cleanse data (e.g., converting different date formats, normalizing product names) without altering the original data in the source systems.

Compliance with Regulations :

Since the original data remains unchanged in the source systems, batch transformations comply with regional regulations.

The transformed data is stored in a separate layer (e.g., a new Data Lake Object or Unified Profile) for downstream use.

Unified Customer Profiles :

After transformation, the cleansed and standardized data can be used to create a unified view of customer profiles in Salesforce Data Cloud.

This enables real-time personalization and analytics across regions.

Steps to Implement This Solution

Step 1: Identify Transformation Needs

Analyze the differences in data formats across regions (e.g., date formats, currency, product IDs).

Define the rules for standardization and cleansing (e.g., convert all dates to ISO format, normalize product names).

Step 2: Create Batch Transformations

Use Data Cloud's Batch Transform feature to apply the defined rules to incoming data streams.

Schedule the transformations to run at regular intervals (e.g., daily or hourly).

Step 3: Store Transformed Data Separately

Store the transformed data in a new Data Lake Object (DLO) or Unified Profile.

Ensure the original data remains untouched in the source systems.

Step 4: Enable Unified Profiles

Use the transformed data to create a unified view of customer profiles in Salesforce Data Cloud.

Leverage this unified view for real-time personalization and analytics.

Why Not Other Options?

A). Implement streaming data transformations :Streaming transformations are designed for real-time processing but may not be suitable for large-scale standardization and cleansing tasks. Additionally, they might not align with compliance requirements to keep the original data unchanged.

C). Transform data before ingesting into Data Cloud :Transforming data before ingestion would require modifying the original data in the source systems, violating compliance regulations.

D). Use Apex to transform and cleanse data :Using Apex is overly complex and resource-intensive for this use case. Batch transformations are a more efficient and scalable solution.

Conclusion

By implementing batch data transformations , the global fashion retailer can standardize and cleanse its data while complying with regional regulations and enabling a unified view of customer profiles for real-time personalization and analytics.

NEW QUESTION # 64

A consultant wants to build a new audience in Data Cloud.

Which three criteria can the consultant include when building a segment?

Choose 3 answers

- A. Data stream attributes
- B. Calculated Insights
- C. Direct attributes
- D. Streaming insights
- E. Related attributes

Answer: B,C,E

Explanation:

A segment is a subset of individuals who meet certain criteria based on their attributes and behaviors. A consultant can use different types of criteria when building a segment in Data Cloud, such as:

Direct attributes: These are attributes that describe the characteristics of an individual, such as name, email, gender, age, etc. These attributes are stored in the Profile data model object (DMO) and can be used to filter individuals based on their profile data.

Calculated Insights: These are insights that perform calculations on data in a data space and store the results in a data extension. These insights can be used to segment individuals based on metrics or scores derived from their data, such as customer lifetime value, churn risk, loyalty tier, etc.

Related attributes: These are attributes that describe the relationships of an individual with other DMOs, such as Email, Engagement, Order, Product, etc. These attributes can be used to segment individuals based on their interactions or transactions with different entities, such as email opens, clicks, purchases, etc.

The other two options are not valid criteria for building a segment in Data Cloud. Data stream attributes are attributes that describe the streaming data that is ingested into Data Cloud from various sources, such as Marketing Cloud, Commerce Cloud, Service Cloud, etc. These attributes are not directly available for segmentation, but they can be transformed and stored in data extensions using streaming data transforms.

Streaming insights are insights that analyze streaming data in real time and trigger actions based on predefined conditions. These insights are not used for segmentation, but for activation and personalization. References: Create a Segment in Data Cloud, Use Insights in Data Cloud, Data Cloud Data Model

NEW QUESTION # 65

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