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Data-Con-101 test guide is an examination material written by many industry experts based on the examination outlines of the calendar year and industry development trends. Its main purpose is to help students who want to obtain the certification of Data-Con-101 to successfully pass the exam. Compared with other materials available on the market, the main feature of Data-Con-101 Exam Materials doesn't like other materials simply list knowledge points. According to our statistics on the data so far, the passing rate of the students who have purchased one exam exceeds 99%, which is enough to see that Data-Con-101 test guide is a high-quality product that can help you to realize your dream.

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">• 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.
Topic 3	<ul style="list-style-type: none">• Data Cloud Setup and Administration: This domain focuses on configuring and managing Data Cloud environments through permissions, data streams, data bundles, and data spaces. It also covers administrative tools and techniques for diagnosing and exploring data using reports, dashboards, flows, APIs, and explorer tools.
Topic 4	<ul style="list-style-type: none">• Data Cloud Overview: This domain covers the foundational understanding of Data Cloud including its core purpose, terminology, business value, and technical architecture. It also addresses typical use cases and the essential principles of ethical data handling when working with customer data.
Topic 5	<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.

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Salesforce Certified Data Cloud Consultant Sample Questions (Q45-Q50):

NEW QUESTION # 45

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

Answer: A

NEW QUESTION # 46

A customer has a calculated insight about lifetime value.

What does the consultant need to be aware of if the calculated insight needs to be modified?

- A. New measures can be added.
- B. Existing measures can be removed.
- C. Existing dimensions can be removed.
- D. New dimensions can be added.

Answer: D

Explanation:

A calculated insight is a multidimensional metric that is defined and calculated from data using SQL expressions. A calculated insight can include dimensions and measures. Dimensions are the fields that are used to group or filter the data, such as customer ID, product category, or region. Measures are the fields that are used to perform calculations or aggregations, such as revenue, quantity, or average order value. A calculated insight can be modified by editing the SQL expression or changing the data space. However, the consultant needs to be aware of the following limitations and considerations when modifying a calculated insight:

Existing dimensions cannot be removed. If a dimension is removed from the SQL expression, the calculated insight will fail to run and display an error message. This is because the dimension is used to create the primary key for the calculated insight object, and removing it will cause a conflict with the existing data.

Therefore, the correct answer is B.

New dimensions can be added. If a dimension is added to the SQL expression, the calculated insight will run and create a new field for the dimension in the calculated insight object. However, the consultant should be careful not to add too many dimensions, as this can affect the performance and usability of the calculated insight.

Existing measures can be removed. If a measure is removed from the SQL expression, the calculated insight will run and delete the field for the measure from the calculated insight object. However, the consultant should be aware that removing a measure can affect the existing segments or activations that use the calculated insight.

New measures can be added. If a measure is added to the SQL expression, the calculated insight will run and create a new field for the measure in the calculated insight object. However, the consultant should be careful not to add too many measures, as this can affect the performance and usability of the calculated insight. References: Calculated Insights, Calculated Insights in a Data Space.

NEW QUESTION # 47

Which two dependencies need to be removed prior to disconnecting a data source?

Choose 2 answers

- **A. Data stream**
- B. Activation target
- C. Activation
- **D. Segment**

Answer: A,D

Explanation:

Dependencies in Data Cloud:

Before disconnecting a data source, all dependencies must be removed to prevent data integrity issues.

Reference: Salesforce Data Source Management Documentation

Identifying Dependencies:

Segment: Segments using data from the source must be deleted or reassigned.

Data Stream: The data stream must be disconnected, as it directly relies on the data source.

Reference: Salesforce Segment and Data Stream Management Guide

Steps to Remove Dependencies:

Remove Segments:

Navigate to the Segmentation interface in Salesforce Data Cloud.

Identify and delete segments relying on the data source.

Disconnect Data Stream:

Go to the Data Stream settings.

Locate and disconnect the data stream associated with the source.

Reference: Salesforce Segment Deletion and Data Stream Disconnection Tutorial Practical Application:

Example: When preparing to disconnect a legacy CRM system, ensure all segments and data streams using its data are properly removed or migrated.

Reference: Salesforce Data Source Disconnection Best Practices

NEW QUESTION # 48

A consultant is preparing to implement Data Cloud.

Which ethic should the consultant adhere to regarding customer data?

- A. Allow senior leaders in the firm to access customer data for audit purposes.
- B. Map sensitive data to the same DMO for ease of deletion.
- C. Collect and use all of the data to create more personalized experiences.
- **D. Carefully consider asking for sensitive data such as age, gender, or ethnicity.**

Answer: D

Explanation:

When implementing Data Cloud, the consultant should adhere to ethical practices regarding customer data, particularly by carefully considering the collection and use of sensitive data such as age, gender, or ethnicity .

Here's why:

Understanding Ethical Considerations

Collecting and using customer data comes with significant ethical responsibilities, especially when dealing with sensitive information.

The consultant must ensure compliance with privacy regulations (e.g., GDPR, CCPA) and uphold ethical standards to protect customer trust.

Why Carefully Consider Sensitive Data?

Privacy and Trust :

Collecting sensitive data (e.g., age, gender, ethnicity) can raise privacy concerns and erode customer trust if not handled appropriately.

Customers are increasingly aware of their data rights and expect transparency and accountability.

Regulatory Compliance :

Regulations like GDPR and CCPA impose strict requirements on the collection, storage, and use of sensitive data.

Careful consideration ensures compliance and avoids potential legal issues.

Other Options Are Less Suitable :

A). Allow senior leaders in the firm to access customer data for audit purposes : While audits are important, unrestricted access to sensitive data is unethical and violates privacy principles.

B). Collect and use all of the data to create more personalized experiences : Collecting all data without regard for sensitivity is

unethical and risks violating privacy regulations.

C). Map sensitive data to the same DMO for ease of deletion : While mapping data for deletion is a good practice, it does not address the ethical considerations of collecting sensitive data in the first place.

Steps to Ensure Ethical Practices

Step 1: Evaluate Necessity

Assess whether sensitive data is truly necessary for achieving business objectives.

Step 2: Obtain Explicit Consent

If sensitive data is required, obtain explicit consent from customers and provide clear explanations of how the data will be used.

Step 3: Minimize Data Collection

Limit the collection of sensitive data to only what is essential and anonymize or pseudonymize data where possible.

Step 4: Implement Security Measures

Use encryption, access controls, and other security measures to protect sensitive data.

Conclusion

The consultant should carefully consider asking for sensitive data such as age, gender, or ethnicity to uphold ethical standards, maintain customer trust, and ensure regulatory compliance.

NEW QUESTION # 49

A user has built a segment in Data Cloud and is in the process of creating an activation. When selecting related attributes, they cannot find a specific set of attributes they know to be related to the individual.

Which statement explains why these attributes are not available?

- A. The segment is not segmenting on profile data.
- **B. The desired attributes reside on different related paths.**
- C. The attributes are being used in another activation.
- D. Activations can only include 1-to-1 attributes.

Answer: B

Explanation:

The correct answer is C, the desired attributes reside on different related paths. When creating an activation in Data Cloud, you can select related attributes from data model objects that are linked to the segment entity.

However, not all related attributes are available for every activation. The availability of related attributes depends on the container path, which is the sequence of data model objects that connects the segment entity to the related entity. For example, if you segment on the Unified Individual entity, you can select related attributes from the Order Product entity, but only if the container path is Unified Individual > Order > Order Product. If the container path is Unified Individual > Order Line Item > Order Product, then the related attributes from Order Product are not available for activation. This is because Data Cloud only supports one- to-many relationships for related attributes, and Order Line Item is a many-to-many junction object between Order and Order Product. Therefore, you need to ensure that the desired attributes reside on the same related path as the segment entity, and that the path does not include any many-to-many junction objects. The other options are incorrect because they do not explain why the related attributes are not available. The segment entity can be any data model object, not just profile data. The attributes are not restricted by being used in another activation. Activations can include one-to-many attributes, not just one-to-one attributes. References:

Related Attributes in Activation

Considerations for Selecting Related Attributes

Salesforce Launches: Data Cloud Consultant Certification

Create a Segment in Data Cloud

NEW QUESTION # 50

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