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Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details
Topic 1	• Data Management: This part focuses on establishing governance and support for published content. Tableau Consultants are expected to manage data security, publish and maintain data sources and workbooks, and oversee content access. It includes applying governance best practices, using metadata APIs, and supporting administration functions to maintain data integrity and accessibility.
Topic 2	• Business Analysis: This section of the exam measures skills of Tableau Consultants focusing on evaluating the current state of analytics within an organization. It covers mapping business needs to Tableau capabilities, translating analytical requirements to best practices in Tableau, and recommending appropriate deployment options like Tableau Server or Tableau Cloud. It also includes evaluating existing data structures for supporting business needs and identifying performance risks and opportunities.

Topic 3	• Business Consulting: For Tableau Consultants, this section involves designing and troubleshooting calculations and workbooks to meet advanced analytical use cases. It covers selecting appropriate chart types, applying Tableau's order of operations in calculations, building interactivity into dashboards, and optimizing workbook performance by resolving resource-intensive queries and other design-related issues.
Topic 4	• Data Analysis: This domain targets Tableau Consultants to plan and prepare data connections effectively. It includes recommending data transformation strategies, designing row-level security (RLS) data structures, and implementing advanced data connections such as Web Data Connectors and Tableau Bridge. Skills in specifying granularity and aggregation strategies for data sources across Tableau products are emphasized.
Topic 5	• Data Visualization: This section evaluates the Tableau Consultant's ability to design effective visual analytics solutions. It involves creating dashboards and visual reports that enhance user understanding, employing techniques like dynamic actions and advanced chart types, and ensuring performance optimization for an interactive user experience.

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Salesforce Certified Tableau Consultant Sample Questions (Q42-Q47):

NEW QUESTION # 42
A client uses Tableau Data Management and notices that when they view a data source, they sometimes see a different count of workbooks in the Connected Workbooks tab compared to the lineage count in Tableau Catalog.
What is the cause of this discrepancy?

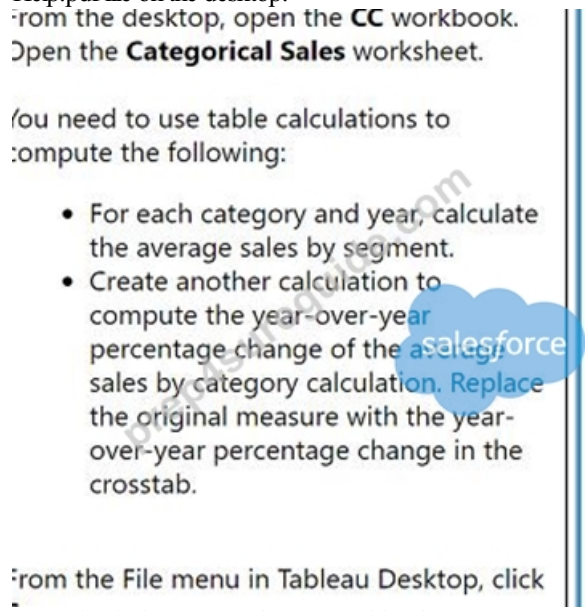
- A. Some Creators have connected to the data source in Tableau Desktop but have not yet published a workbook.
- B. Some of the workbooks connected to the data source are not visible to the user due to permissions.
- C. Some workbooks have not been viewed by enough users yet.
- D. Some workbooks have been connected to the data source, but do not use any fields from it.

Answer: B

Explanation:
The discrepancy between the count of workbooks in the Connected Workbooks tab and the lineage count in Tableau Catalog can occur because of user permissions. In Tableau Data Management, the visibility of connected workbooks is subject to the permissions set by administrators. If a user does not have permission to view certain workbooks, they will not see them listed in the Connected Workbooks tab, even though these workbooks are part of the data source's lineage and are counted in Tableau Catalog.
References: This explanation is based on the functionality of Tableau Data Management and Tableau Catalog, which includes managing user permissions and access to workbooks. The information is supported by Tableau's official documentation on data management and security practices1.

NEW QUESTION # 43
SIMULATION
Use the following login credentials to sign in
to the virtual machine:
Username: Admin
Password:
The following information is for technical

support purposes only:
Lab Instance: 40201223
To access Tableau Help, you can open the Help.pdf file on the desktop.



From the desktop, open the CC workbook.
Open the Categorical Sales worksheet.
You need to use table calculations to compute the following:
. For each category and year, calculate the average sales by segment.
. Create another calculation to compute the year-over-year percentage change of the average sales by category calculation. Replace the original measure with the year-over-year percentage change in the crosstab.
From the File menu in Tableau Desktop, click Save.

Answer:

Explanation:
See the complete Steps below in Explanation
Explanation:
To compute the required calculations and update the worksheet in Tableau Desktop, follow these steps:
Compute Average Sales by Segment for Each Category and Year:
Open the CC workbook and navigate to the Categorical Sales worksheet.
Drag the 'Sales' field to the Rows shelf if it's not already there.
Drag the 'Segment' field to the Rows shelf as well, placing it next to 'Category' and 'Year'.
Right-click on the 'Sales' field in the Rows shelf and select 'Quick Table Calculation' > 'Average'. This will compute the average sales for each segment within each category and year.
Create a Calculation for Year-over-Year Percentage Change:
Right-click in the data pane and select 'Create Calculated Field'.
Name the calculated field something descriptive, e.g., "YoY Sales Change".
Enter the formula to calculate the year-over-year percentage change:
(ZN(SUM([Sales])) - LOOKUP(ZN(SUM([Sales])), -1)) / ABS(LOOKUP(ZN(SUM([Sales])), -1)) Click 'OK' to save the calculated field.
Replace the Original Measure with the Year-over-Year Percentage Change in the Crosstab:
Remove the original 'Sales' measure from the view by dragging it off the Rows shelf.
Drag the newly created "YoY Sales Change" calculated field to the Rows shelf where the 'Sales' field was originally.
Format the "YoY Sales Change" field to display as a percentage. Right-click on the field in the Rows shelf, select 'Format', and

adjust the number format to percentage.
Save Your Changes:
From the File menu, click 'Save' to ensure all your changes are stored.
References:
Tableau Help: Offers guidance on creating calculated fields and using table calculations.
Tableau Desktop User Guide: Provides instructions on formatting and saving worksheets.
These steps allow you to manipulate data within Tableau effectively, using table calculations to analyze trends and changes in sales data by category and segment over years.

NEW QUESTION # 44
A client is working in Tableau Prep and has a field named OrderId that is compiled by country, year, and an order number as shown in the following table.

OrderId
CA-2017-152156
FR-2017-152157
US-2017-152158
CA-2017-152159

They want to transform the table to appear as shown.

OrderId	Country	OrderNumber
CA-2017-152156	CA	152156
FR-2017-152157	FR	152157
US-2017-152158	US	152158
CA-2017-152159	CA	152159

What should the consultant use to transform the table in the most efficient manner?

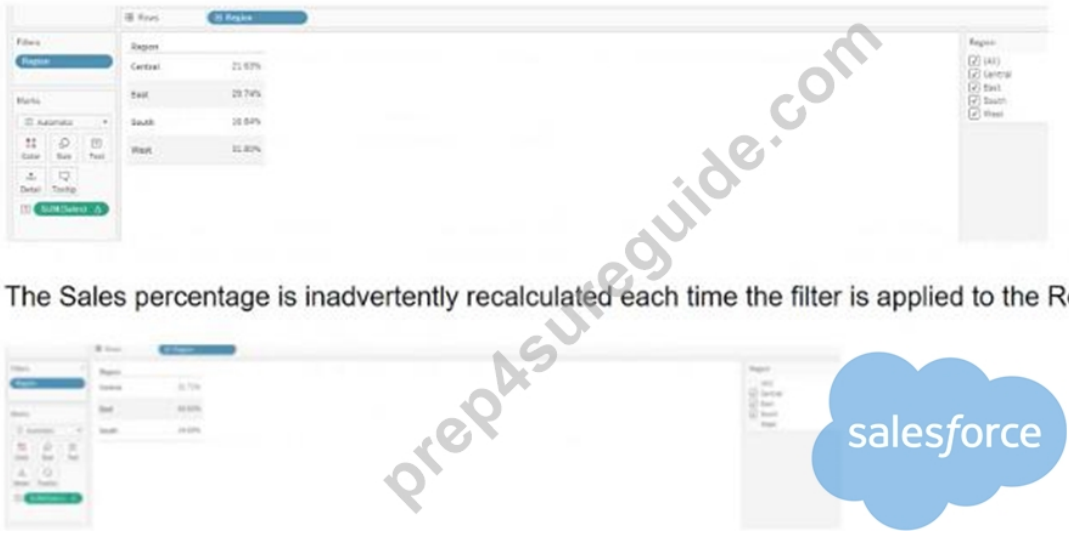
- A. The Split option
- B. A calculated field that uses the TRIM function
- C. A calculated field that uses the LEFT function
- D. The Aliases option

Answer: A

Explanation:
To transform the OrderId field in Tableau Prep, the Split option is the most efficient and straightforward method. Here's how you can apply it:
In Tableau Prep, drag your dataset into the flow.
Click on the OrderId field in the workspace to select it.
Look for the option in the toolbar that says "Split" and select it.
Choose "Automatic Split" if the delimiters (such as hyphens) are consistent; Tableau Prep should automatically detect the hyphen as the delimiter and split the OrderId into multiple new fields.
The dataset should now show new columns: one for the country code (CA, FR, US), one for the year (2017), and one for the order number (152156, 152157, etc.).
The Split option works effectively here because it automatically identifies and uses the hyphen as the delimiter to divide the original OrderId into the desired components without manual specification of conditions or writing any formulas.
References
This procedure is based on the standard functionalities provided in Tableau Prep for splitting a field into multiple columns based on a

delimiter, as described in the Tableau Prep user guide.

NEW QUESTION # 45
A client calculates the percent of total sales for a particular region compared to all regions.



The Sales percentage is inadvertently recalculated each time the filter is applied to the Region.

Which calculation will fix the automatic recalculation on the % of total field?

- A. {FIXED [Region]:[Sales]}/{FIXED: SUM([Sales])}
- B. {FIXED [Region]:sum([Sales])}
- C. {FIXED [Region]:sum([Sales])}/{FIXED :SUM([Sales])
- D. {FIXED [Region]:sum([Sales])}/SUM([Sales]}

Answer: D

Explanation:
To correctly calculate the percent of total sales for a particular region compared to all regions, and to ensure that the calculation does not get inadvertently recalculated with each region filter application, the recommended calculation is:
{FIXED [Region]: sum([Sales])}: This part of the formula computes the sum of sales for each region, regardless of any filters applied to the view. It uses a Level of Detail expression to fix the sum of sales to each region, ensuring that filtering by regions won't affect the calculated value.
SUM([Sales]): This part computes the total sum of sales across all regions and is recalculated dynamically based on the filters applied to other parts of the dashboard or worksheet.
Combining the two parts: By dividing the fixed regional sales by the total sales, we get the proportion of sales for each region as compared to the total. This calculation ensures that while the denominator adjusts according to filters, the numerator remains fixed for each region, accurately reflecting the sales percentage without being affected by the region filter directly.
References
This calculation follows Tableau's best practices for using Level of Detail expressions to manage computation granularity in the presence of dashboard filters, as outlined in the Tableau User Guide and official Tableau training materials.

NEW QUESTION # 46
A client is using the Tableau Content Migration Tool to move content from an old Tableau Server to a new Tableau Server.
Which content will need to be moved using a different tool or process?

- A. Published data sources that use extracts
- B. Workbooks
- C. Published data sources that use live connections
- D. Tableau Prep flows

Answer: D

Explanation:
When migrating content between Tableau servers, certain types of content may require special consideration or different tools for migration:

Tableau Prep Flows: These are specific to Tableau Prep and are not included in the standard content migration capabilities of the Tableau Content Migration Tool. Tableau Prep flows often require separate processes for migration due to their distinct setup and integration with data sources and workflows.
Published Data Sources and Workbooks: These can typically be migrated directly using the Tableau Content Migration Tool, which supports moving published data sources (both live connections and extracts) and workbooks without requiring additional tools.
References:
Tableau Help and Support: Offers comprehensive tutorials and guidelines on using different tools for migrating various types of content, including the specific requirements for migrating Tableau Prep flows which are not covered by the standard content migration tool.

NEW QUESTION # 47
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