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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details

Topic 1	<ul style="list-style-type: none"> • Data Cloud Setup and Administration: This topic includes applying Data Cloud permissions, permission sets, org-wide settings. It describes and configures data stream types, and data bundles. Moreover, it discusses use cases for data spaces, creating data spaces, managing and administering Data Cloud using reports, dashboards, flows, packaging, data kits, diagnosing and exploring data using Data Explorer, Profile Explorer, and APIs.
Topic 2	<ul style="list-style-type: none"> • Data Ingestion and Modeling: This topic covers the different transformation capabilities within Data Cloud. It includes describing processes and considerations for data ingestion from various sources, defining, mapping, and modeling data using best practices aligned with identity resolution. Lastly, it discusses using available tools to inspect and validate ingested and modeled data.
Topic 3	<ul style="list-style-type: none"> • Identity Resolution: It describes matching and how its rule sets are applied. Furthermore, it discusses reconciling data and its rule sets, the results of identity resolution, and use cases.

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Salesforce Certified Data Cloud Consultant Sample Questions (Q99-Q104):

NEW QUESTION # 99

A consultant wants to ensure that every segment managed by multiple brand teams adheres to the same set of exclusion criteria, that are updated on a monthly basis.

What is the most efficient option to allow for this capability?

- **A. Create a reusable container block with common criteria.**
- B. Create a nested segment.
- C. Create, publish, and deploy a data kit.
- D. Create a segment and copy it for each brand.

Answer: A

Explanation:

The most efficient option to allow for this capability is to create a reusable container block with common criteria. A container block is a segment component that can be reused across multiple segments. A container block can contain any combination of filters, nested segments, and exclusion criteria. A consultant can create a container block with the exclusion criteria that apply to all the segments managed by multiple brand teams, and then add the container block to each segment. This way, the consultant can update the exclusion criteria in one place and have them reflected in all the segments that use the container block.

The other options are not the most efficient options to allow for this capability. Creating, publishing, and deploying a data kit is a way to share data and segments across different data spaces, but it does not allow for updating the exclusion criteria on a monthly basis. Creating a nested segment is a way to combine segments using logical operators, but it does not allow for excluding individuals based on specific criteria. Creating a segment and copying it for each brand is a way to create multiple segments with the same exclusion criteria, but it does not allow for updating the exclusion criteria in one place.

Reference:

Create a Container Block

Create a Segment in Data Cloud

Create and Publish a Data Kit

Create a Nested Segment

NEW QUESTION # 100

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

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

Answer: B

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:

* Challenges with Missing Primary Keys:

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

* 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.

* 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.

NEW QUESTION # 101

A Data Cloud Consultant is in the process of setting up data streams for a new service-based data source.

When ingesting Case data, which field is recommended to be associated with the Event Time field?

- A. Escalation Date
- B. Resolution Date
- C. Creation Date
- **D. Last Modified Date**

Answer: D

Explanation:

Explanation

The Event Time field is a special field type that captures the timestamp of an event in a data stream. It is used to track the chronological order of events and to enable time-based segmentation and activation. When ingesting Case data, the recommended field to be associated with the Event Time field is the Last Modified Date field. This field reflects the most recent update to the case and can be used to measure the case duration, resolution time, and customer satisfaction. The other fields, such as Resolution Date, Escalation Date, or Creation Date, are not as suitable for the Event Time field, as they may not capture the latest status of the case or may not be applicable for all cases. References: Data Stream Field Types, Salesforce Data Cloud Exam Questions

NEW QUESTION # 102

Northern Trail Outfitters (NTO) owns and operates six unique brands, each with their own set of customers, transactions, and loyalty information. The marketing director wants to ensure that segments and activations from the NTO Outlet brand do not reference customers or transactions from the other brands.

What is the most efficient approach to handle this requirement?

- A. Use Business Unit Aware activation.
- B. Separate the brands into six different data spaces.
- C. Create a batch data transform to generate a DLO for the Outlet brand.
- **D. Separate the Outlet brand into a data space.**

Answer: D

Explanation:

To ensure segments and activations for the NTO Outlet brand do not reference data from other brands, the most efficient approach is to isolate the Outlet brand's data using Data Spaces. Here's the analysis:

Data Spaces (Option B):

Definition: Data Spaces in Salesforce Data Cloud partition data into isolated environments, ensuring that segments, activations, and analytics only reference data within the same space.

Why It Works: By creating a dedicated Data Space for the Outlet brand, all customer, transaction, and loyalty data for Outlet will be siloed. Segments and activations built in this space cannot access data from other brands, even if they exist in the same Data Cloud instance.

Efficiency: This avoids complex filtering logic or manual data management. It aligns with Salesforce's best practice of using Data Spaces for multi-brand or multi-entity organizations (Source: Salesforce Data Cloud Implementation Guide, "Data Partitioning with Data Spaces").

Why Other Options Are Incorrect:

Business Unit Aware Activation (A):

Business Unit (BU) settings in Salesforce CRM control record visibility but are not natively tied to Data Cloud segmentation.

BU-aware activation ensures activations respect sharing rules but does not prevent segments from referencing data across BUs in Data Cloud.

Six Different Data Spaces (C):

While creating a Data Space for each brand (6 total) would technically isolate all data, the requirement specifically focuses on the Outlet brand. Creating six spaces is unnecessary overhead and not the "most efficient" solution.

Batch Data Transform to Generate DLO (D):

Creating a Data Lake Object (DLO) via batch transforms would require ongoing manual effort to filter Outlet-specific data and does not inherently prevent cross-brand references in segments.

Steps to Implement:

Step 1: Navigate to Data Cloud Setup > Data Spaces and create a new Data Space for the Outlet brand.

Step 2: Ingest Outlet-specific data (customers, transactions, loyalty) into this Data Space.

Step 3: Build segments and activations within the Outlet Data Space. The system will automatically restrict access to other brands' data.

Conclusion: Separating the Outlet brand into its own Data Space (Option B) is the most efficient way to enforce data isolation and meet the requirement. This approach leverages native Data Cloud functionality without overcomplicating the setup.

NEW QUESTION # 103

When trying to disconnect a data source an error will be generated if it has which two dependencies associated with it?

Choose 2 answers

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

Answer: C,D

Explanation:

When disconnecting a data source in Salesforce Data Cloud, the system checks for active dependencies that rely on the data source. Based on Salesforce's official documentation (Disconnect a Data Source), the error occurs if the data source has data streams or segments associated with it. Here's the breakdown:

Key Dependencies That Block Disconnection

Data Stream (Option B):

Why It Matters: A data stream is the pipeline that ingests data from the source into Data Cloud. If an active data stream is connected to the data source, disconnecting the source will fail because the stream depends on it for ongoing data ingestion.

Resolution: Delete or pause the data stream first.

Documentation Reference: "Before disconnecting a data source, delete all data streams that are associated with it." (Salesforce Help Article) Segment (Option C):

Why It Matters: Segments built using data from the source will reference that data source. Disconnecting the source would orphan these segments, so the system blocks the action.

Resolution: Delete or modify segments that depend on the data source.

Documentation Reference: "If there are segments that use data from the data source, you must delete those segments before disconnecting the data source." (Salesforce Help Article) Why Other Options Are Incorrect Activation (A): Activations send segments to external systems (e.g., Marketing Cloud) but do not directly depend on the data source itself. The dependency chain is Segment # Activation, not Data Source # Activation.

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