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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

| Topic | Details |
|---------|---|
| Topic 1 | <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 2 | <ul style="list-style-type: none"> Segmentation and Insights: This topic defines basic concepts of segmentation and use cases, identifies scenarios for analyzing segment membership, configuring, refining, and maintaining segments within Data Cloud, and differentiating between calculated and streaming insights. |
| Topic 3 | <ul style="list-style-type: none"> Data Cloud Overview: This topic covers Data Cloud's function, key terminology, business value, typical use cases, the Data Cloud lifecycle, dependencies, and principles of data ethics. These sub-topics provide an overview of Data Cloud's capabilities and applications. |
| Topic 4 | <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. |

Salesforce Certified Data Cloud Consultant Sample Questions (Q21-Q26):

NEW QUESTION # 21

Cumulus Financial uses Service Cloud as its CRM and stores mobile phone, home phone, and work phone as three separate fields for its customers on the Contact record. The company plans to use Data Cloud and ingest the Contact object via the CRM Connector.

What is the most efficient approach that a consultant should take when ingesting this data to ensure all the different phone numbers are properly mapped and available for use in activation?

- A. Ingest the Contact object and then create a calculated insight to normalize the phone numbers, and then map to the Contact Point Phone data map object.
- B. Ingest the Contact object and map the Work Phone, Mobile Phone, and Home Phone to the Contact Point Phone data map object from the Contact data stream.
- C. Ingest the Contact object and use streaming transforms to normalize the phone numbers from the Contact data stream into a separate Phone data lake object (DLO) that contains three rows, and then map this new DLO to the Contact Point Phone data map object.
- D. Ingest the Contact object and create formula fields in the Contact data stream on the phone numbers, and then map to the Contact Point Phone data map object.

Answer: C

Explanation:

Explanation

The most efficient approach that a consultant should take when ingesting this data to ensure all the different phone numbers are properly mapped and available for use in activation is B. Ingest the Contact object and use streaming transforms to normalize the phone numbers from the Contact data stream into a separate Phone data lake object (DLO) that contains three rows, and then map this new DLO to the Contact Point Phone data map object. This approach allows the consultant to use the streaming transforms feature of Data Cloud, which enables data manipulation and transformation at the time of ingestion, without requiring any additional processing or storage. Streaming transforms can be used to normalize the phone numbers from the Contact data stream, such as removing spaces, dashes, or parentheses, and adding country codes if needed. The normalized phone numbers can then be stored in a separate Phone DLO, which can have one row for each phone number type (work, home, mobile). The Phone DLO can then be mapped to the Contact Point Phone data map object, which is a standard object that represents a phone number associated with a contact point.

This way, the consultant can ensure that all the phone numbers are available for activation, such as sending SMS messages or making calls to the customers.

The other options are not as efficient as option B. Option A is incorrect because it does not normalize the phone numbers, which may cause issues with activation or identity resolution. Option C is incorrect because it requires creating a calculated insight, which is an additional step that consumes more resources and time than streaming transforms. Option D is incorrect because it requires creating formula fields in the Contact data stream, which may not be supported by the CRM Connector or may cause conflicts with the existing fields in the Contact object. References: Salesforce Data Cloud Consultant Exam Guide, Data Ingestion and Modeling, Streaming Transforms, Contact Point Phone

NEW QUESTION # 22

A consultant is building a segment to announce a new product launch for customers that have previously purchased black pants. How should the consultant place attributes for product color and product type from the Order Product object to meet this criteria?

- A. Place the attribute for product color in one container and the attribute for product type in another container.
- **B. Place the attributes for product color and product type in a single container.**
- C. Place the attributes for product and product type as direct attributes.
- D. Place an attribute for the "black" calculated insight to dynamically apply

Answer: B

Explanation:

Explanation

To create a segment based on the product color and product type from the Order Product object, the consultant should place the attributes for product color and product type in a single container. This way, the segment will include only the customers who have purchased black pants, and not those who have purchased black shirts or blue pants. A container is a grouping of attributes that defines a segment of individuals based on a logical AND operation. Placing the attributes in separate containers would result in a segment that includes customers who have purchased any black product or any pants product, which is not the desired criteria. Placing an attribute for the "black" calculated insight would not work, because calculated insights are based on aggregated data and not individual-level data. Placing the attributes as direct attributes would not work, because direct attributes are used to filter individuals based on their profile data, not their order data. References:

* Create a Segment in Data Cloud

* Learn About Segmentation Tools

* Salesforce Launches: Data Cloud Consultant Certification

NEW QUESTION # 23

Which two requirements must be met for a calculated insight to appear in the segmentation canvas?

Choose 2 answers

- A. The primary key of the segmented table must be a metric in the calculated insight.
- **B. The primary key of the segmented table must be a dimension in the calculated insight.**
- C. The metrics of the calculated insights must only contain numeric values.
- **D. The calculated insight must contain a dimension including the Individual or Unified Individual Id.**

Answer: B,D

Explanation:

A calculated insight is a custom metric or measure that is derived from one or more data model objects or data lake objects in Data Cloud. A calculated insight can be used in segmentation to filter or group the data based on the calculated value. However, not all calculated insights can appear in the segmentation canvas. There are two requirements that must be met for a calculated insight to appear in the segmentation canvas:

The calculated insight must contain a dimension including the Individual or Unified Individual Id. A dimension is a field that can be used to categorize or group the data, such as name, gender, or location. The Individual or Unified Individual Id is a unique identifier for each individual profile in Data Cloud. The calculated insight must include this dimension to link the calculated value to the individual profile and to enable segmentation based on the individual profile attributes.

The primary key of the segmented table must be a dimension in the calculated insight. The primary key is a field that uniquely identifies each record in a table. The segmented table is the table that contains the data that is being segmented, such as the Customer or the Order table. The calculated insight must include the primary key of the segmented table as a dimension to ensure that the calculated value is associated with the correct record in the segmented table and to avoid duplication or inconsistency in the segmentation results.

NEW QUESTION # 24

A consultant is integrating an Amazon S3 activated campaign with the customer's destination system.

In order for the destination system to find the metadata about the segment, which file on the S3 will contain this information for processing?

- **A. The json file**
- B. The .zip file
- C. The .csv file
- D. The .txt file

Answer: A

Explanation:

The file on the Amazon S3 that will contain the metadata about the segment for processing is B. The json file.

The json file is a metadata file that is generated along with the csv file when a segment is activated to Amazon S3. The json file contains information such as the segment name, the segment ID, the segment size, the segment attributes, the segment filters, and the segment schedule. The destination system can use this file to identify the segment and its properties, and to match the segment data with the corresponding fields in the destination system. References: Salesforce Data Cloud Consultant Exam Guide, Amazon S3 Activation

NEW QUESTION # 25

The leadership team at Cumulus Financial has determined that customers who deposited more than \$250,000 in the last five years and are not using advisory services will be the central focus for all new campaigns in the next year.

Which features support this use case?

- A. Calculated insight and data action
- B. Streaming insight and data action
- C. Calculated insight and segment
- D. Streaming insight and segment

Answer: C

Explanation:

Understanding the Use Case:

The leadership team wants to focus on customers who have deposited more than \$250,000 in the last five years and are not using advisory services.

Reference: Salesforce Data Cloud Use Case Documentation

Features Involved:

Calculated Insight: This feature helps derive metrics and values based on existing data. In this case, it can calculate total deposits over the last five years.

Segment: Segmentation allows targeting specific groups of customers based on defined criteria, such as total deposits and usage of advisory services.

Reference: Salesforce Calculated Insights and Segmentation Guide

Steps to Implement:

Create a Calculated Insight:

Navigate to Visual Insights Builder in Salesforce Data Cloud.

Create a new calculated insight to sum deposits for each customer over the last five years.

Create a Segment:

Use the Segment Canvas to create a new segment.

Apply filters to include customers with deposits over \$250,000 and exclude those using advisory services.

Reference: Salesforce Calculated Insights Tutorial and Segment Creation Guide Practical Application:

Example: Identify high-value customers who are not leveraging additional services and target them with personalized marketing campaigns to promote advisory services.

Reference: Salesforce High-Value Customer Segmentation Case Study

NEW QUESTION # 26

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