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Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details

Topic 1	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • IT Management: This domain measures skills related to managing Tableau environments. It includes planning server upgrades, recommending deployment solutions (on-premise or cloud), and ensuring alignment between technical and business requirements for analytics infrastructure. It also involves troubleshooting and optimizing system performance relevant to Tableau Server and Cloud deployments.
Topic 3	<ul style="list-style-type: none"> • 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 4	<ul style="list-style-type: none"> • 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 5	<ul style="list-style-type: none"> • 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.

Salesforce Certified Tableau Consultant Sample Questions (Q85-Q90):

NEW QUESTION # 85

A client wants to provide sales users with the ability to perform the following tasks:

- * Access published visualizations and published data sources outside the company network.
- * Edit existing visualizations.
- * Create new visualizations based on published data sources.
- . Minimize licensing costs.

Which site role should the client assign to the sales users?

- A. Site Administrator
- B. **Explorer (can publish)**
- C. Creator
- D. Viewer

Answer: B

Explanation:

The Explorer (can publish) site role in Tableau is designed for users who need to access, edit, and create visualizations based on published data sources, even when they are outside the company network. This role allows users to perform web editing and save their work, making it suitable for sales users who need these capabilities. It is also a cost-effective option as it does not require the full capabilities and associated costs of the Creator license.

References: The information about the Explorer (can publish) role and its capabilities can be found in the official Tableau documentation on site roles and permissions¹². This role is appropriate for users who need to interact with published content and create new visualizations without the need for full site administration or advanced content creation tools that come with the Creator role³.

NEW QUESTION # 86

A consultant is designing a dashboard that will be consumed on desktops, tablets, and phones. The consultant needs to implement a dashboard design that provides the best user experience across all the platforms.

Which approach should the consultant take to achieve these results?

- A. Build one dashboard for each type of device and fix the size of the layouts.
- **B. Build one dashboard that has desktop, tablet, and phone layouts, and fix the size of the layouts.**
- C. Build one dashboard and fix the size of the dashboard.
- D. Build one dashboard and set the size to Automatic.

Answer: B

Explanation:

For a consultant designing a dashboard to be consumed across multiple device types, the best approach is:

Multi-device Layout: Tableau provides the capability to design device-specific layouts within a single dashboard. This feature allows the dashboard to adapt its layout to best fit the screen size and orientation of desktops, tablets, and phones.

Fixed Size Layouts: By fixing the size of each layout, the consultant can ensure that the dashboard appears consistent and maintains the intended design elements and user experience across devices. Fixed sizes prevent components from resizing in ways that could disrupt the dashboard's readability or functionality.

Implementation: In Tableau, you can create these layouts by selecting 'Device Preview' and adding custom layouts for each device type. Here, you define the dimensions and the positioning of sheets and controls tailored to each device's typical viewing mode.

References

This approach leverages Tableau's device designer capabilities, which are specifically designed to optimize dashboards for multiple viewing environments, ensuring a seamless user experience regardless of the device used. This functionality is well documented in Tableau's official guides on creating and managing device-specific dashboards.

NEW QUESTION # 87

A Tableau consultant tasked with evaluating a data structure is handed the below sample dataset.

Which two statements are true about the dataset? Choose two.

- A. The data needs to be denormalized before it can be used.
- B. The names of the columns are accurate and indicate what the data values actually mean.
- **C. The data can be pivoted in order to enable a year selector.**
- **D. The data structure will require a lot of maintenance, as maintenance will need to be done to handle a new column for a new year.**

Answer: C,D

Explanation:

The dataset shown is a classic "wide" format:

* A single row per state

* Separate columns for each year: 2019, 2020, 2021, 2022, 2023, 2024

Tableau's documentation on data structure and pivoting explains:

Why A is TRUE

Tableau documentation identifies wide datasets (multiple columns representing categories such as years, months, or similar time periods) as high-maintenance structures because:

* For every new year, a new column must be added.

* Metadata and calculations must be updated each time.

* This type of structure is described as having poor scalability and higher maintenance.

This dataset fits that exact description, so A is correct.

Why C is TRUE

According to Tableau's "Pivot Data from Columns to Rows" section:

* Wide datasets can and should often be pivoted so that repeated columns (such as year columns) become rows.

* Pivoting enables dynamic capabilities such as:

* Year filters (year selector)

* Time-series analysis

* Consistent aggregations

* Simplified calculations

Pivoting this dataset would produce:

State

Year

Value

Alabama

2019

2300.39

Alabama

2020

3030.39

...

...

...

This makes the dataset tall and tidy, which Tableau identifies as better for analysis and dashboard interactivity.

Therefore, C is correct.

Why B is FALSE

The column names (2019, 2020, 2021...) are simply numbers.

Tableau documentation stresses that good metadata includes descriptive column names.

These column names:

* Do not indicate what the measure represents (Revenue? Sales? Population?)

* Only show the year, not the meaning of the metric

Thus they are not considered accurate or descriptive column names.

Why D is FALSE

The dataset is already denormalized, not normalized.

Denormalized data means combining multiple attributes (like multiple years) into one table, which is exactly what this dataset already does.

Tableau documentation explains that wide data is already denormalized, and the recommended fix is pivoting, not further denormalization.

Therefore, D is incorrect.

NEW QUESTION # 88

A consultant is designing a dashboard that will be consumed on desktops, tablets, and phones. The consultant needs to implement a dashboard design that provides the best user experience across all the platforms.

Which approach should the consultant take to achieve these results?

- A. Build one dashboard for each type of device and fix the size of the layouts.
- B. Build one dashboard that has desktop, tablet, and phone layouts, and fix the size of the layouts.
- C. Build one dashboard and fix the size of the dashboard.
- D. Build one dashboard and set the size to Automatic.

Answer: B

Explanation:

For a consultant designing a dashboard to be consumed across multiple device types, the best approach is:

* Multi-device Layout: Tableau provides the capability to design device-specific layouts within a single dashboard. This feature allows the dashboard to adapt its layout to best fit the screen size and orientation of desktops, tablets, and phones.

* Fixed Size Layouts: By fixing the size of each layout, the consultant can ensure that the dashboard appears consistent and maintains the intended design elements and user experience across devices.

Fixed sizes prevent components from resizing in ways that could disrupt the dashboard's readability or functionality.

* Implementation: In Tableau, you can create these layouts by selecting 'Device Preview' and adding custom layouts for each device type. Here, you define the dimensions and the positioning of sheets and controls tailored to each device's typical viewing mode.

References

This approach leverages Tableau's device designer capabilities, which are specifically designed to optimize dashboards for multiple viewing environments, ensuring a seamless user experience regardless of the device used. This functionality is well documented in Tableau's official guides on creating and managing device- specific dashboards.

NEW QUESTION # 89

A client has a published dashboard. They change the dashboard and then republish it. Now, users report that their web browser bookmarks to the dashboard are broken.

What are two possible causes for this issue? Choose two.

- A. Tableau Server was upgraded.
- B. The dashboard was published to a different project.
- C. New credentials were embedded into the data source.
- D. The dashboard was published with a new name.

Answer: B,D

Explanation:

When a client republishes a dashboard after making changes and users report broken bookmarks, the likely causes include:
The dashboard was published to a different project: Changing the project location alters the URL path, causing bookmarks to point to a now non-existent dashboard location.

The dashboard was published with a new name: Altering the dashboard's name changes its URL, resulting in broken bookmarks as the previous URL no longer leads to the intended dashboard.

NEW QUESTION # 90

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