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Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<ul style="list-style-type: none">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	<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.
Topic 5	<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.

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Salesforce Certified Tableau Consultant Sample Questions (Q43-Q48):

NEW QUESTION # 43

A performance recording of a workbook shows that a query to an extracted data source is taking too long. Which area should the consultant focus on optimizing if "Executing Query" is taking a long time?

- A. The number of VizQL processes
- B. **Replacing nested calculations and Levels of Detail (LODs)**
- C. The database's underlying data structure
- D. The use of filters on the Tableau dashboard

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

In Tableau Performance Recording, "Executing Query" refers to the amount of time Tableau spends executing the SQL or hyper query generated by the workbook. When an extract is used, the query is executed against the .hyper extract, not the original database.

Tableau documentation identifies several causes of slow query execution within extracts, including:

- * Nested row-level calculations
- * Complex logic in calculated fields
- * Multiple Levels of Detail (LOD) expressions
- * Non-optimized expressions that force Tableau to compute additional temporary tables. These directly increase query complexity and cause longer "Executing Query" durations.

Therefore, optimizing the query requires simplifying or replacing:

- * Nested calculations
- * Unnecessary LOD expressions
- * Complex expressions that increase the workload on the extract engine

Option A is incorrect because the number of VizQL processes affects concurrency, not query execution time.

Option B is partially relevant, but dashboard filters affect the overall workload, not the specific query complexity. If the performance recording shows "Executing Query" as the slow section, the query itself (not the filter UI layer) is the problem.

Option D does not apply because extracts use the hyper engine, not the underlying database. Optimizing the original database structure does not change the extract query execution time.

Thus, the consultant should focus on simplifying nested calculations and LODs to reduce extract query complexity.

- * Tableau Performance Recording guide describing "Executing Query" as dependent on calculation complexity.
- * Tableau extract engine documentation explaining that nested logic, multiple LODs, and granular calculations generate slower extract queries.

* Best practices recommending simplification of calculated fields to improve extract query performance.

NEW QUESTION # 44

A client wants to migrate their Tableau Server to Tableau Cloud. The Tableau Server is configured with three sites: Finance, Strategy, and Marketing. A consultant must provide a solution that minimizes user impact and costs.

Which configuration should the consultant recommend for Tableau Cloud to meet the client's requirements?

- A. One Tableau Cloud instance with two sites for Strategy and Marketing, and one Tableau Server instance for Finance
- B. One Tableau Cloud instance configured with all workbooks in a single project
- C. Three separate Tableau Cloud instances for Finance, Strategy, and Marketing

- D. One Tableau Cloud instance configured with a Finance project folder, Strategy project folder, and Marketing project folder

Answer: D

Explanation:

To minimize user impact and costs while migrating from Tableau Server to Tableau Cloud with multiple sites, the best solution is: Single Tableau Cloud Instance with Multiple Projects: Instead of multiple sites which could imply higher management overhead and possibly higher costs, configuring one Tableau Cloud instance with different project folders for each former site (Finance, Strategy, Marketing) is most efficient.

Benefits: This setup maintains organizational separation of data and access similar to having different sites but leverages the unified management and simplicity of a single cloud instance. It reduces complexity in user access management and integration points.

Implementation: Each project folder acts like a mini-site within the larger instance, where specific permissions and content can be managed independently, akin to the original server setup but within a single cloud-based environment.

References

This recommendation is in line with best practices for cloud migration focusing on consolidation and cost efficiency, as suggested in Tableau's official documentation for cloud migration strategies.

NEW QUESTION # 45

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.

State	2019	2020	2021	2022	2023	2024
Alabama	2300.39	3030.39	4959.49	858.59	4950.03	4920.57
Alaska	47392.57	38485.59	39495.67	3405.50	96596.90	49554.60
Arizona	4875.58	4848.39	5848.06	4778.69	3846.39	3859.45
Arkansas	47358.68	49506.39	48394.59	8375.68	48589.94	48855.9
California	3773.49	4884.32	3838.59	5959.44	3838.49	3827.46
Colorado	58583.49	49282.49	39284.49	38282.40	88933.49	45383.40

- A. 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.
- 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 needs to be denormalized before it can be used.

Answer: A,C

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 # 46

A client has a database that stores widget inventory by day and it is updated on a nonstandard schedule as shown below.

Widget Inventory Table

Date	Change	Widget Count
12/31/2023	-20	1080
01/02/2024	-30	1050
01/03/2024	+60	1110

They want a data visualization that shows widget inventory daily, however their business unit does not have the ability to modify the data warehouse structure.

What should the client do to achieve the desired result?

- A. Create a temporary table in the database.
- B. Use Tableau Prep to add new rows.**
- C. Use Tableau Desktop to visualize null values.
- D. Update the Widget Inventory Table to be a daily snapshot.

Answer: B

Explanation:

For a client who needs a daily visualization of widget inventory but cannot modify the data warehouse structure, the best approach is to use Tableau Prep to add new rows. Tableau Prep can be used to manipulate the existing dataset by adding missing date entries and appropriately adjusting inventory counts based on available data. This allows the creation of a complete daily snapshot for visualization without needing changes to the underlying database structure.

NEW QUESTION # 47

A client wants to produce a visualization to show quarterly profit growth and aggregated sales totals across a number of product categories from the data provided below.

Sub-Category	Quarter of Order Date	Profit	Sales
Accessories	Q1	\$5,123	\$19,613.82
	Q2	\$6,537	\$26,473.19
	Q3	\$13,705	\$54,402.92
	Q4	\$16,571	\$66,890.39
Appliances	Q1	\$1,915	\$14,842.86
	Q2	\$2,475	\$21,299.56
	Q3	\$4,580	\$27,426.98
	Q4	\$9,359	\$44,643.79
Art	Q1	\$834	\$3,424.36
	Q2	\$1,680	\$6,981.23
	Q3	\$1,887	\$7,559.69
	Q4	\$2,253	\$9,693.73
Binders	Q1	\$8,756	\$30,659.52
	Q2	\$6,927	\$36,625.32
	Q3	\$9,126	\$68,995.94
	Q4	\$6,617	\$71,074.11
Bookcases	Q1	-\$1,180	\$14,498.49
	Q2	\$70	\$20,494.31
	Q3	-\$1,503	\$37,583.06
	Q4	-\$1,018	\$42,785.35
Chairs	Q1	\$3,891	\$44,033.34
	Q2	\$5,052	\$68,074.97
	Q3	\$7,418	\$93,643.87
	Q4	\$10,863	\$130,016.06
Copiers	Q1	\$12,544	\$29,549.65
	Q2	\$5,322	\$23,179.65
	Q3	\$8,612	\$25,829.43
	Q4	\$29,616	\$72,186.55

Which set of charts should the consultant use to meet the client's requirements?

- A. Scatter plot and pie chart
- B. Gantt and bar charts
- C. Waterfall chart and tree map
- D. Line and bubble charts

Answer: C

Explanation:

To effectively display quarterly profit growth and aggregated sales totals across different product categories, a combination of a Waterfall chart and a Tree Map is recommended:

* Waterfall Chart: This chart type is excellent for visualizing the sequential growth or decline of profits across different quarters for each sub-category. It clearly shows how profits accumulate over time, highlighting both positive and negative changes, which makes it ideal for tracking profit growth or decline through the quarters.

* Tree Map: A Tree Map can efficiently display aggregated sales totals where each block size represents the total sales of a product category, providing a quick, visually impactful comparison across categories. This is especially useful when the client wants to understand which categories contribute most to sales in a glanceable format.

Together, these charts provide a comprehensive overview of both profit trends over time (Waterfall Chart) and a comparative snapshot of sales performance across categories (Tree Map), meeting the client's need to analyze performance dynamics in a detailed yet consolidated manner.

References

These recommendations are based on common best practices for data visualization in Tableau, where specific chart types are chosen for their strengths in communicating certain types of data relationships and dynamics, as detailed in Tableau's official visualization guides.

NEW QUESTION # 48

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