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Salesforce Data-Con-101 認定試験の出題範囲：

トピック	出題範囲
トピック 1	• Act on Data: This domain focuses on leveraging Data Cloud data for downstream actions through activations and data actions. It covers working with attributes, managing timing dependencies, troubleshooting activation issues like errors and rejected counts, and understanding requirements for triggering automated processes.
トピック 2	• Data Cloud Overview: This domain covers the foundational understanding of Data Cloud including its core purpose, terminology, business value, and technical architecture. It also addresses typical use cases and the essential principles of ethical data handling when working with customer data.
トピック 3	• Segmentation and Insights: This domain centers on creating audience segments and deriving analytical insights from Data Cloud. It includes configuring and maintaining segments, analyzing membership scenarios, and distinguishing between calculated insights and real-time streaming insights.
トピック 4	• Data Cloud Setup and Administration: This domain focuses on configuring and managing Data Cloud environments through permissions, data streams, data bundles, and data spaces. It also covers administrative tools and techniques for diagnosing and exploring data using reports, dashboards, flows, APIs, and explorer tools.

トピック 5	• Identity Resolution: This domain explores creating unified customer profiles through matching and reconciliation processes. It covers how rule sets determine when records link together, how conflicting data is resolved, and understanding the outcomes and use cases of unified identities.

>> Data-Con-101資格取得 <<

Data-Con-101日本語試験対策、Data-Con-101受験対策書

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Salesforce Certified Data Cloud Consultant 認定 Data-Con-101 試験問題 (Q31-Q36):

質問＃31
Which operator should a consultant use to create a segment for a birthday campaign that is evaluated daily?

- A. Is Birthday
- B. Is Anniversary Of
- C. Is Today
- D. Is Between

正解：B

解説：
To create a segment for a birthday campaign that is evaluated daily, the consultant should use the Is Anniversary Of operator. This operator compares a date field with the current date and returns true if the month and day are the same, regardless of the year. For example, if the date field is 1990-01-01 and the current date is 2023-01-01, the operator returns true. This way, the consultant can create a segment that includes all the customers who have their birthday on the same day as the current date, and the segment will be updated daily with the new birthdays. The other options are not the best operators to use for this purpose because:
A). The Is Today operator compares a date field with the current date and returns true if the date is the same, including the year. For example, if the date field is 1990-01-01 and the current date is 2023-01-01, the operator returns false. This operator is not suitable for a birthday campaign, as it will only include the customers who were born on the same day and year as the current date, which is very unlikely.
B). The Is Birthday operator is not a valid operator in Data Cloud. There is no such operator available in the segment canvas or the calculated insight editor.
C). The Is Between operator compares a date field with a range of dates and returns true if the date is within the range, including the endpoints. For example, if the date field is 1990-01-01 and the range is 2022-12-25 to
2023-01-05, the operator returns true. This operator is not suitable for a birthday campaign, as it will only include the customers who have their birthday within a fixed range of dates, and the segment will not be updated daily with the new birthdays.

質問＃32
How does Data Cloud handle an individual's Right to be Forgotten?

- A. Deletes the specified Individual record and its Unified Individual Link record.
- B. Deletes the records from all data source objects, and any downstream data model objects are updated at the next scheduled ingestion
- C. Deletes the specified Individual and records from any data source object mapped to the Individual data model object.
- D. Deletes the specified Individual and records from any data model object/data lake object related to the Individual.

正解：D

解説：
Data Cloud handles an individual's Right to be Forgotten by deleting the specified Individual and records from any data model

object/data lake object related to the Individual. This means that Data Cloud removes all the data associated with the individual from the data space, including the data from the source objects, the unified individual profile, and any related objects. Data Cloud also deletes the Unified Individual Link record that links the individual to the source records. Data Cloud uses the Consent API to process the Right to be Forgotten requests, which are reprocessed at 30, 60, and 90 days to ensure a full deletion.

The other options are not correct descriptions of how Data Cloud handles an individual's Right to be Forgotten. Data Cloud does not delete the records from all data source objects, as this would affect the data integrity and availability of the source systems. Data Cloud also does not delete only the specified Individual record and its Unified Individual Link record, as this would leave the source records and the related records intact. Data Cloud also does not delete only the specified Individual and records from any data source object mapped to the Individual data model object, as this would leave the related records intact.

Requesting Data Deletion or Right to Be Forgotten

Data Deletion for Data Cloud

Use the Consent API with Data Cloud

Data and Identity in Data Cloud

質問 # 33

A finance company that uses Data Cloud wants to simplify how its users can view all the various channels a customer engages with Which feature should the consultant recommend to meet this requirement?

- A. Use Data Cloud to connect with analytic tools, like Tableau.
- B. Use calculated insights to determine when and how to engage with various customers.
- C. Use Data Cloud to ingest data from various available data sources.
- D. Create segments based on the ingested data and insights to activate in Marketing Cloud.

正解：**A**

解説：

To simplify how users can view all the various channels a customer engages with, the best solution is to use Data Cloud to connect with analytic tools like Tableau . Here's why and how this works:

Understanding the Requirement

The finance company wants its users to have a consolidated view of all customer engagement channels (e.g., email, social media, website interactions, etc.). This requires:

Aggregating data from multiple sources into a unified platform.

Providing an intuitive and visual way to analyze and interpret the data.

Why Use Data Cloud with Analytic Tools like Tableau?

Data Cloud as a Centralized Data Hub :Salesforce Data Cloud aggregates data from multiple sources (e.g., CRM, Marketing Cloud, external systems) into a unified platform. This ensures that all customer engagement data is available in one place.

Tableau for Advanced Visualization :

Tableau is a powerful analytics and visualization tool that integrates seamlessly with Salesforce Data Cloud.

It allows users to create interactive dashboards and reports that provide a comprehensive view of customer engagement across all channels.

Users can drill down into specific channels, analyze trends, and gain actionable insights without needing advanced technical skills.

Simplified User Experience :By leveraging Tableau's intuitive interface, users can easily explore and understand customer engagement patterns without requiring deep knowledge of the underlying data structure.

Steps to Implement This Solution

Step 1: Ingest Data into Data Cloud

Ensure that all relevant customer engagement data (e.g., website visits, email interactions, social media activity) is ingested into Data Cloud from various sources.

Use Data Streams to bring in data from CRM, Marketing Cloud, and other external systems.

Step 2: Connect Data Cloud to Tableau

Navigate to Setup > Analytics > Tableau CRM in Salesforce.

Configure the integration between Data Cloud and Tableau to enable seamless data flow.

Step 3: Create Dashboards in Tableau

Use Tableau to build dashboards that consolidate customer engagement data from all channels.

Include visualizations such as bar charts, heatmaps, and trend lines to highlight key insights (e.g., most active channels, engagement frequency, etc.).

Step 4: Share Dashboards with Users

Publish the dashboards to Tableau Server or Tableau Online.

Provide access to the relevant users within the finance company so they can view and interact with the dashboards.

Why Not Other Options?

B). Use calculated insights to determine when and how to engage with various customers :While calculated insights are useful for

understanding customer behavior, they do not provide a consolidated view of all engagement channels. This option focuses more on decision-making rather than visualization.

C). Create segments based on the ingested data and insights to activate in Marketing Cloud :Segmentation is valuable for targeting specific groups of customers, but it does not address the requirement to view all engagement channels in one place. Segments are more about grouping customers rather than providing a holistic view.

D). Use Data Cloud to ingest data from various available data sources :While ingesting data is a critical first step, it does not solve the problem of simplifying how users view engagement channels. The focus here is on data ingestion, not visualization or analysis.

Conclusion

By connecting Data Cloud with Tableau , the finance company can provide its users with a simplified and visually intuitive way to view all customer engagement channels. This approach lever

質問＃34

A consultant at Northern Trail Outfitters is attempting to ingest a field from the Contact object in Salesforce CRM that contains both yyyy-mm-dd and yyyy-mm-dd hh:mm:ss values. The target field is set to Date datatype.

Which statement is true in this situation?

- A. The target field will only hold the date part and ignore the time part.
- B. The target field will be able to hold both types of values.
- C. The target field will only hold the time part and ignore the date part.
- D. The target field will throw an error and store null values.

正解：A

解説：

Field Data Types: Salesforce CRM's Contact object fields can store data in various formats. When ingesting data into Salesforce Data Cloud, the target field's data type determines how the data is processed and stored.

Date Data Type: If the target field in Data Cloud is set to Date data type, it is designed to store date values without time information.

Mixed Format Values: When ingesting a field containing both date (yyyy-mm-dd) and datetime (yyyy-mm- dd hh:mm:ss) values into a Date data type field:

The Date field will extract and store only the date part (yyyy-mm-dd), ignoring the time part (hh:mm:ss).

Result:

Date Values: yyyy-mm-dd values are stored as-is.

Datetime Values: yyyy-mm-dd hh:mm:ss values are truncated to yyyy-mm-dd, and the time component is ignored.

References:

Salesforce Data Cloud Field Mapping

Salesforce Data Types

質問＃35

A consultant needs to publish segment data to the Audience DMO that can be retrieved using the Query APIs.

When creating the activation target, which type of target should the consultant select?

- A. Marketing Cloud Personalization
- B. Marketing Cloud
- C. External Activation Target
- D. Data Cloud

正解：D

質問＃36

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