

# Salesforce Data-Con-101認定テキスト、Data-Con-101試験



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>> Salesforce Data-Con-101認定テキスト <<

## Data-Con-101試験の準備方法 | 有難いData-Con-101認定テキスト試験 | 真実的なSalesforce Certified Data Cloud Consultant試験

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## Salesforce Certified Data Cloud Consultant 認定 Data-Con-101 試験問題 (Q76-Q81):

### 質問 # 76

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

正解: C

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 # 77

During an implementation project, a consultant completed ingestion of all data streams for their customer. Prior to segmenting and acting on that data, which additional configuration is required?

- **A. Identity Resolution**
- B. Calculated Insights
- C. Data Mapping
- D. Data Activation

正解: A

解説:

After ingesting data from different sources into Data Cloud, the additional configuration that is required before segmenting and acting on that data is Identity Resolution. Identity Resolution is the process of matching and reconciling source profiles from different data sources and creating unified profiles that represent a single individual or entity<sup>1</sup>. Identity Resolution enables you to create a 360-degree view of your customers and prospects, and to segment and activate them based on their attributes and behaviors<sup>2</sup>. To configure Identity Resolution, you need to create and deploy a ruleset that defines the match rules and reconciliation rules for your data<sup>3</sup>. The other options are incorrect because they are not required before segmenting and acting on the data. Data Activation is the process of sending data from Data Cloud to other Salesforce clouds or external destinations for marketing, sales, or service purposes<sup>4</sup>. Calculated Insights are derived attributes that are computed based on the source or unified data, such as lifetime value, churn risk, or product affinity<sup>5</sup>. Data Mapping is the process of mapping source attributes to unified attributes in the data model. These configurations can be done after segmenting and acting on the data, or in parallel with Identity Resolution, but they are not prerequisites for it. References: Identity Resolution Overview, Segment and Activate Data in Data Cloud, Configure Identity Resolution Rulesets, Data Activation Overview, Calculated Insights Overview, [Data Mapping Overview]

### 質問 # 78

Which tool allows users to visualize and analyze unified customer data in Data Cloud?

- A. Heroku

- B. Einstein Analytics
- C. Salesforce CLI
- **D. Tableau**

正解: D

解説:

Salesforce Data Cloud Overview: Salesforce Data Cloud enables organizations to unify and manage customer data from multiple sources, providing a comprehensive view of customer interactions and behaviors.

Visualization and Analysis: For visualizing and analyzing this unified data, Salesforce provides multiple tools, each serving different purposes. Tableau is particularly noted for its advanced analytics and visualization capabilities.

Tableau Integration: Tableau is integrated with Salesforce, allowing users to create detailed and interactive visualizations. It can connect directly to Salesforce Data Cloud, pulling in unified data for comprehensive analysis.

Capabilities: Tableau supports a wide range of data sources and formats, offering drag-and-drop features to create complex charts and dashboards. This makes it an ideal tool for analyzing the rich datasets managed within Salesforce Data Cloud.

References:

Salesforce Help: Tableau Integration

Salesforce Data Cloud Overview

### 質問 # 79

A consultant at Northern Trail Outfitters is implementing Data Cloud and creating an activation target for their segment. For activation membership, which object should the consultant choose?

- **A. Data Segmentation Object**
- B. Data Model Object
- C. Data Lake Object
- D. Data Activation Object

正解: A

解説:

In Salesforce Data Cloud, activation membership refers to the individuals or records that qualify for a specific segment and are eligible to be activated (e.g., sent to external systems like Marketing Cloud). Here's the breakdown:

Data Segmentation Object (Option C):

Segments in Data Cloud are stored as Data Segmentation Objects, which include metadata about the segment (e.g., logic, filters) and its membership (the records/individuals that meet the criteria).

When configuring an activation target, you select the segment (and its membership) stored in the Data Segmentation Object to send to downstream systems.

Salesforce's official documentation confirms that segments and their memberships are managed through the Data Segmentation Object (Source: Salesforce Data Cloud Implementation Guide, "Segmentation and Activation").

Why Other Options Are Incorrect:

Data Model Object (A): Represents the structured data model (e.g., standard or custom objects like Individual or Account) but does not store segment membership.

Data Activation Object (B): A distractor; no such standard object exists in Data Cloud. Activation is a process that uses the Data Segmentation Object.

Data Lake Object (D): Stores raw, unprocessed data ingested into Data Cloud and is not directly used for activation.

Conclusion: For activation membership, the consultant must select the Data Segmentation Object to reference the segment's qualified members.

### 質問 # 80

A company wants to test its marketing campaigns with different target populations.

What should the consultant adjust in the Segment Canvas interface to get different populations?

- A. Direct attributes and related attributes
- **B. Direct attributes, related attributes, and population filters**
- C. Population filters and direct attributes
- D. Segmentation filters, direct attributions, and data sources

正解: B

解説:

Segmentation in Salesforce Data Cloud:

The Segment Canvas interface is used to define and adjust target populations for marketing campaigns.

Reference: Salesforce Segment Canvas Documentation

Elements for Adjusting Target Populations:

Direct Attributes: These are specific attributes directly related to the target entity (e.g., customer age, location).

Related Attributes: These are attributes related to other entities connected to the target entity (e.g., purchase history).

Population Filters: Filters applied to define and narrow down the segment population (e.g., active customers).

Reference: Salesforce Segmentation Guide

Steps to Adjust Populations in Segment Canvas:

Direct Attributes: Select attributes that directly describe the target population.

Related Attributes: Incorporate attributes from related entities to enrich the segment criteria.

Population Filters: Apply filters to refine and target specific subsets of the population.

Example: To create a segment of "Active Customers Aged 25-35," use age as a direct attribute, purchase activity as a related attribute, and apply population filters for activity status and age range.

Reference: Salesforce Segment Canvas Tutorial

Practical Application:

Navigate to the Segment Canvas.

Adjust direct attributes and related attributes based on campaign goals.

Apply population filters to fine-tune the target audience.

Reference: Salesforce Marketing Cloud Segmentation Best Practices

## 質問 # 81

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**Data-Con-101試験**: <https://www.mogixam.com/Data-Con-101-exam.html>

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