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Salesforce Certified Data Cloud Consultant Sample Questions (Q34-Q39):

NEW QUESTION # 34

The recruiting team at Cumulus Financial wants to identify which candidates have browsed the jobs page on its website at least twice within the last 24 hours. They want the information about these candidates to be available for segmentation in Data Cloud and the candidates added to their recruiting system.

Which feature should a consultant recommend to achieve this goal?

- A. Batch data transform
- B. Streaming data transform
- C. Streaming insight
- D. Calculated insight

Answer: C

Explanation:

A streaming insight is a feature that allows users to create and monitor real-time metrics from streaming data sources, such as web and mobile events. A streaming insight can also trigger data actions, such as sending notifications, creating records, or updating fields, based on the metric values and conditions. Therefore, a streaming insight is the best feature to achieve the goal of identifying candidates who have browsed the jobs page on the website at least twice within the last 24 hours, and adding them to the recruiting system. The other options are incorrect because:

A streaming data transform is a feature that allows users to transform and enrich streaming data using SQL expressions, such as filtering, joining, aggregating, or calculating values. However, a streaming data transform does not provide the ability to monitor metrics or trigger data actions based on conditions.

A calculated insight is a feature that allows users to define and calculate multidimensional metrics from data using SQL expressions, such as LTV, CSAT, or average order value. However, a calculated insight is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions.

A batch data transform is a feature that allows users to create and schedule complex data transformations using a visual editor, such as joining, aggregating, filtering, or appending data. However, a batch data transform is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions. References: Streaming Insights, Create a Streaming Insight, Use Insights in Data Cloud, Learn About Data Cloud Insights, Data Cloud Insights Using SQL, Streaming Data Transforms, Get Started with Batch Data Transforms in Data Cloud, Transformations for Batch Data Transforms, Batch Data Transforms in Data Cloud: Quick Look, Salesforce Data Cloud: AI CDP.

NEW QUESTION # 35

A consultant is discussing the benefits of Data Cloud with a customer that has multiple disjointed data sources.

Which two functional areas should the consultant highlight in relation to managing customer data?

Choose 2 answers

- A. Unified Profiles
- B. Data Harmonization
- C. Data Marketplace
- D. Master Data Management

Answer: A,B

Explanation:

Explanation

Data Cloud is an open and extensible data platform that enables smarter, more efficient AI with secure access to first-party and industry data. Two functional areas that the consultant should highlight in relation to managing customer data are:

* Data Harmonization: Data Cloud harmonizes data from multiple sources and formats into a common schema, enabling a single source of truth for customer data. Data Cloud also applies data quality rules and transformations to ensure data accuracy and consistency.

* Unified Profiles: Data Cloud creates unified profiles of customers and prospects by linking data across different identifiers, such as email, phone, cookie, and device ID. Unified profiles provide a holistic view of customer behavior, preferences, and interactions across channels and touchpoints. The other options are not correct because:

* Master Data Management: Master Data Management (MDM) is a process of creating and maintaining a single, consistent, and trusted source of master data, such as product, customer, supplier, or location data. Data Cloud does not provide MDM functionality, but it can integrate with MDM solutions to enrich customer data.

* Data Marketplace: Data Marketplace is a feature of Data Cloud that allows users to discover, access, and activate data from third-party providers, such as demographic, behavioral, and intent data. Data Marketplace is not a functional area related to managing customer data, but rather a source of external data that can enhance customer data. References:

* Salesforce Data Cloud

* [Data Harmonization for Data Cloud]

* [Unified Profiles for Data Cloud]

* [What is Master Data Management?]

* [Integrate Data Cloud with Master Data Management]

* [Data Marketplace for Data Cloud]

NEW QUESTION # 36

What does the Ignore Empty Value option do in identity resolution?

- A. Ignores empty fields when running any custom match rules

- B. Ignores Individual object records with empty fields when running identity resolution rules
- C. Ignores empty fields when running the standard match rules
- **D. Ignores empty fields when running reconciliation rules**

Answer: D

Explanation:

The Ignore Empty Value option in identity resolution allows customers to ignore empty fields when running reconciliation rules. Reconciliation rules are used to determine the final value of an attribute for a unified individual profile, based on the values from different sources. The Ignore Empty Value option can be set to true or false for each attribute in a reconciliation rule. If set to true, the reconciliation rule will skip any source that has an empty value for that attribute and move on to the next source in the priority order. If set to false, the reconciliation rule will consider any source that has an empty value for that attribute as a valid source and use it to populate the attribute value for the unified individual profile.

The other options are not correct descriptions of what the Ignore Empty Value option does in identity resolution. The Ignore Empty Value option does not affect the custom match rules or the standard match rules, which are used to identify and link individuals across different sources based on their attributes. The Ignore Empty Value option also does not ignore individual object records with empty fields when running identity resolution rules, as identity resolution rules operate on the attribute level, not the record level.

Data Cloud Identity Resolution Reconciliation Rule Input

Configure Identity Resolution Rulesets

Data and Identity in Data Cloud

NEW QUESTION # 37

Every day, Northern Trail Outfitters uploads a summary of the last 24 hours of store transactions to a new file in an Amazon S3 bucket, and files older than seven days are automatically deleted. Each file contains a timestamp in a standardized naming convention.

Which two options should a consultant configure when ingesting this data stream?

Choose 2 answers

- A. Ensure the refresh mode is set to "Full Refresh."
- **B. Ensure the filename contains a wildcard to accommodate the timestamp.**
- C. Ensure that deletion of old files is enabled.
- **D. Ensure the refresh mode is set to "Upsert".**

Answer: B,D

Explanation:

When ingesting data from an Amazon S3 bucket, the consultant should configure the following options:

The refresh mode should be set to "Upsert", which means that new and updated records will be added or updated in Data Cloud, while existing records will be preserved. This ensures that the data is always up to date and consistent with the source.

The filename should contain a wildcard to accommodate the timestamp, which means that the file name pattern should include a variable part that matches the timestamp format. For example, if the file name is store_transactions_2023-12-18.csv, the wildcard could be store_transactions_*.csv. This ensures that the ingestion process can identify and process the correct file every day.

The other options are not necessary or relevant for this scenario:

Deletion of old files is a feature of the Amazon S3 bucket, not the Data Cloud ingestion process. Data Cloud does not delete any files from the source, nor does it require the source files to be deleted after ingestion.

Full Refresh is a refresh mode that deletes all existing records in Data Cloud and replaces them with the records from the source file.

This is not suitable for this scenario, as it would result in data loss and inconsistency, especially if the source file only contains the summary of the last 24 hours of transactions. Reference: Ingest Data from Amazon S3, Refresh Modes

NEW QUESTION # 38

When performing segmentation or activation, which time zone is used to publish and refresh data?

- A. Time zone of the Data Cloud Admin user
- B. Time zone specified on the activity at the time of creation
- C. Time zone of the user creating the activity
- **D. Time zone set by the Salesforce Data Cloud org**

Answer: D

Explanation:

The time zone that is used to publish and refresh data when performing segmentation or activation is D. Time zone set by the Salesforce Data Cloud org. This time zone is the one that is configured in the org settings when Data Cloud is provisioned, and it applies to all users and activities in Data Cloud. This time zone determines when the segments are scheduled to refresh and when the activations are scheduled to publish. Therefore, it is important to consider the time zone difference between the Data Cloud org and the destination systems or channels when planning the segmentation and activation strategies. References: Salesforce Data Cloud Consultant Exam Guide, Segmentation, Activation

NEW QUESTION # 39

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An Interview with Colleen Barrett, As these developers gain experience in Data-Cloud-Consultant the technology, they can then move on to become the design leads and mentors for other developers, as new projects with the technology are started.

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