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Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 4	<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 5	<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.

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Salesforce Certified Tableau Consultant Sample Questions (Q25-Q30):

NEW QUESTION # 25

A worksheet uses a LOOKUP function to display Sales by Month, Year of Order Date, and sales from the last 12 months. A consultant wants to use a Relative Date Filter to filter for data from the last 12 months.

However, when the consultant does this, the prior year's data is removed from the sheet.

Which two actions should the consultant take to retain the prior year's data after applying the filter? Choose two.

- A. Create the following calculation: `LOOKUP(MIN([Order Date]),0)`. Filter on that calculation instead of Order Date.
- B. Create the following calculation: `DATEDIFF('month', [Order Date], {MAX([Order Date])}) < 12`. Hide all False values.
- C. Set the Relative Date filter as a Context Filter instead of Measure Filter.
- D. Replace the LOOKUP function with a FIXED Level of Detail (LOD) expression.

Answer: A,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

A LOOKUP table calculation requires access to rows outside the filtered date range so that the calculation can reference prior data. When a Relative Date Filter removes older data before the table calculation is evaluated, the LOOKUP loses the needed rows, causing the prior year's data to disappear.

Tableau's order of operations states:

- * Relative Date Filters act early (at the dimension filter stage).
- * Table calculations act very late.
- * To preserve table calculation context, filters must not remove necessary rows.

Two Tableau-documented approaches address this:

Explanation for B

Setting the Relative Date Filter as a Context Filter allows table calculations to operate on the full dataset needed for LOOKUP. Context filters create a separate temporary table, and subsequent filters like table calculations evaluate after the context is established.

This ensures older rows are still available to the LOOKUP function.

Explanation for C

Creating a field such as:

`LOOKUP(MIN([Order Date]), 0)`

and filtering on this field instead of Order Date converts the filter into a table calculation filter, which occurs after the LOOKUP computation. Tableau documentation explains that table calculation filters preserve the full dataset required for the LOOKUP window.

This ensures that the LOOKUP still has access to last year's values even when filtering for the current 12 months.

Why A is incorrect

Replacing LOOKUP with an LOD changes the logic entirely.

LOD expressions cannot replicate moving-window or lag-type behavior.

Why D is incorrect

DATEDIFF logic can replicate a rolling window, but hiding False values is essentially a manual filter and does not preserve the integrity of the LOOKUP's required partitioning. It also contradicts Tableau's recommended approach for maintaining table calculation context.

- * Tableau Order of Operations explaining why table calculation filters preserve data for LOOKUP.
- * Tableau documentation on context filters and how they allow more data to remain available for downstream table calculations.
- * Tableau guidance on how Relative Date Filters interact with table calculations.
- * Best practices for preserving table calculation window rows when filtering.

NEW QUESTION # 26

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

Answer: D

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 # 27

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. **The dashboard was published with a new name.**
- D. New credentials were embedded into the data source.

Answer: B,C

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 # 28

A business analyst needs to create a view in Tableau Desktop that reports data from both Excel and MSSQL Server.

Which two features should the business analyst use to create the view? Choose two.

- A. **Relationships**
- B. Data Blending
- C. **Cross-Database Joins**
- D. Union

Answer: A,C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

To combine Excel and SQL Server data in the same logical data model, Tableau offers two supported capabilities:

Relationships

- * Recommended modern method for combining tables from multiple sources.
- * Supports cross-database relationships between Excel and SQL Server.
- * Maintains separate physical layers but integrates data at query time.

Cross-Database Joins

- * Allows joining data from different databases in the physical layer.
- * Fully supported for Excel + MS SQL Server.
- * Useful when granular row-level merging is needed.

Why the other options are incorrect:

C). Data Blending

- * Legacy feature, used only when no direct combination is possible.
- * Tableau recommends relationships instead.
- * Produces separate queries and may lose row-level detail.

D). Union

- * Requires tables to have equivalent structure.
- * Cannot union Excel with SQL Server unless identical column structure exists.
- * Not appropriate for most mixed-source reporting.

Therefore, the correct techniques are Relationships and Cross-Database Joins.

- * Tableau data modeling documentation recommending Relationships for multi-source modeling.
- * Cross-database join support list including Excel + SQL Server.

NEW QUESTION # 29

From the desktop, open the CC workbook. Use the US Population Estimates data source.

You need to shape the data in US Population Estimates by using Tableau Desktop. The data must be formatted as shown in the following table.

- Open the Population worksheet. Enter the total number of records contained in the data set into the Total Records parameter. From the File menu in Tableau Desktop, click Save.

Answer:

Explanation:

See the complete Steps below in Explanation:

Explanation:

To shape the data in the "US Population Estimates" data source and enter the total number of records into the "Total Records" parameter in Tableau Desktop, follow these steps:

- * Open the CC Workbook and Access the Worksheet:
 - * From the desktop, double-click on the CC workbook to open it in Tableau Desktop.
 - * Navigate to the Population worksheet by selecting its tab at the bottom of the window.
- * Format and Shape the Data:
 - * Ensure the data types match those specified in the requirements: Sex, Origin, Race as strings; Year, Age, Population as whole numbers.
 - * To verify or change the data type, click on the dropdown arrow next to each field name in the Data pane and select "Change Data Type" if necessary.
 - * Calculate Total Number of Records:
 - * Create a new calculated field named "Total Records". To do this, right-click in the Data pane and select "Create Calculated Field".
 - * Enter the formula COUNT([Record ID]) or SUM([Number of Records]) depending on how the data source identifies each row uniquely.
 - * Drag this new calculated field onto the worksheet to display the total number of records.
 - * Enter the Value into the Total Records Parameter:
 - * Locate the "Total Records" parameter in the Data pane. Right-click on the parameter and select "Edit".
 - * Manually enter the number displayed from the calculated field into the parameter, ensuring accuracy to meet the data shaping requirement.
 - * Save Your Changes:
 - * From the File menu, click 'Save' to ensure all your changes are stored.

References:

Tableau Desktop Guide: Provides detailed instructions on managing data types, creating calculated fields, and updating parameters.

Tableau Data Shaping Techniques: Outlines effective methods for manipulating and structuring data for analysis.

This process will ensure the data in the "US Population Estimates" is accurately shaped according to the specified format and that the

total number of records is correctly calculated and entered into the designated parameter. This thorough approach ensures data integrity and accuracy in reporting.

NEW QUESTION # 30

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