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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	• Identity Resolution: It describes matching and how its rule sets are applied. Furthermore, it discusses reconciling data and its rule sets, the results of identity resolution, and use cases.
Topic 2	• Act on Data: This topic defines activations and their basic use cases, using attributes and related attributes, identifying and analyzing timing dependencies affecting the Data Cloud lifecycle. Additionally it focuses on troubleshooting common problems with activations, and using data actions, including their requirements and intended use cases.

Topic 3	• Data Cloud Setup and Administration: This topic includes applying Data Cloud permissions, permission sets, org-wide settings. It describes and configures data stream types, and data bundles. Moreover, it discusses use cases for data spaces, creating data spaces, managing and administering Data Cloud using reports, dashboards, flows, packaging, data kits, diagnosing and exploring data using Data Explorer, Profile Explorer, and APIs.
Topic 4	• Segmentation and Insights: This topic defines basic concepts of segmentation and use cases, identifies scenarios for analyzing segment membership, configuring, refining, and maintaining segments within Data Cloud, and differentiating between calculated and streaming insights.
Topic 5	• Data Ingestion and Modeling: This topic covers the different transformation capabilities within Data Cloud. It includes describing processes and considerations for data ingestion from various sources, defining, mapping, and modeling data using best practices aligned with identity resolution. Lastly, it discusses using available tools to inspect and validate ingested and modeled data.

Salesforce Certified Data Cloud Consultant Sample Questions (Q13-Q18):

NEW QUESTION # 13
Cumulus Financial created a segment called High Investment Balance Customers. This is a foundational segment that includes several segmentation criteria the marketing team should consistently use.
Which feature should the consultant suggest the marketing team use to ensure this consistency when creating future, more refined segments?

- A. Create new segments using nested segments.
- B. Create a High Investment Balance calculated insight.
- C. Create new segments by cloning High Investment Balance Customers.
- D. Package High Investment Balance Customers in a data kit.

Answer: A

Explanation:
Nested segments are segments that include or exclude one or more existing segments. They allow the marketing team to reuse filters and maintain consistency in their data by using an existing segment to build a new one. For example, the marketing team can create a nested segment that includes High Investment Balance Customers and excludes customers who have opted out of email marketing. This way, they can leverage the foundational segment and apply additional criteria without duplicating the rules. The other options are not the best features to ensure consistency because:
B). A calculated insight is a data object that performs calculations on data lake objects or CRM data and returns a result. It is not a segment and cannot be used for activation or personalization.
C). A data kit is a bundle of packageable metadata that can be exported and imported across Data Cloud orgs.
It is not a feature for creating segments, but rather for sharing components.
D). Cloning a segment creates a copy of the segment with the same rules and filters. It does not allow the marketing team to add or remove criteria from the original segment, and it may create confusion and redundancy. References: Create a Nested Segment - Salesforce, Save Time with Nested Segments (Generally Available) - Salesforce, Calculated Insights - Salesforce, Create and Publish a Data Kit Unit | Salesforce Trailhead, Create a Segment in Data Cloud - Salesforce

NEW QUESTION # 14
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. Population filters and direct attributes
- C. Segmentation filters, direct attributions, and data sources
- D. Direct attributes, related attributes, and population filters

Answer: D

Explanation:
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

NEW QUESTION # 15
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 filename contains a wildcard toa accommodatethe timestamp.
- B. Ensure the refresh mode is set to "Upsert".
- C. Ensure the refresh mode is set to "Full Refresh."
- D. Ensure that deletion of old files is enabled.

Answer: A,B

Explanation:
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 indata loss and inconsistency, especially if the source file only contains the summary of the last 24 hours of
* transactions. References: Ingest Data from Amazon S3, Refresh Modes

NEW QUESTION # 16
A consultant needs to package Data Cloud components from one organization to another.
Which two Data Cloud components should the consultant include in a data kit to achieve this goal?
Choose 2 answers

- A. Data model objects

- B. Identity resolution rulesets
- C. Calculated insights
- D. Segments

Answer: A,B

Explanation:
Explanation
To package Data Cloud components from one organization to another, the consultant should include the following components in a data kit:
* Data model objects: These are the custom objects that define the data model for Data Cloud, such as Individual, Segment, Activity, etc. They store the data ingested from various sources and enable the creation of unified profiles and segments1.
* Identity resolution rulesets: These are the rules that determine how data from different sources are matched and merged to create unified profiles. They specify the criteria, logic, and priority for identity resolution2. References:
* 1: Data Model Objects in Data Cloud
* 2: Identity Resolution Rulesets in Data Cloud

NEW QUESTION # 17
Which two dependencies need to be removed prior to disconnecting a data source?
Choose 2 answers

- A. Segment
- B. Activation
- C. Activation target
- D. Data stream

Answer: A,D

Explanation:
Dependencies in Data Cloud:
Before disconnecting a data source, all dependencies must be removed to prevent data integrity issues.
Reference: Salesforce Data Source Management Documentation
Identifying Dependencies:
Segment: Segments using data from the source must be deleted or reassigned.
Data Stream: The data stream must be disconnected, as it directly relies on the data source.
Reference: Salesforce Segment and Data Stream Management Guide
Steps to Remove Dependencies:
Remove Segments:
Navigate to the Segmentation interface in Salesforce Data Cloud.
Identify and delete segments relying on the data source.
Disconnect Data Stream:
Go to the Data Stream settings.
Locate and disconnect the data stream associated with the source.
Reference: Salesforce Segment Deletion and Data Stream Disconnection Tutorial Practical Application:
Example: When preparing to disconnect a legacy CRM system, ensure all segments and data streams using its data are properly removed or migrated.
Reference: Salesforce Data Source Disconnection Best Practices

NEW QUESTION # 18
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