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Salesforce Certified CRM Analytics and Einstein Discovery Consultant Sample Questions (Q116-Q121):

NEW QUESTION # 116

Universal Containers' CRM Analytics team is building a dashboard with two widgets.

1. List widget associated to the query "Type_2" and grouped by the dimension "Type" (multi-selection)
2. Donut chart widget associated to the query "Step_pie_3" and grouped by the dimension "Type" The team wants to use bindings/interactions so any selection in the List widget will filter the Donut chart. The queries use different datasets, and users should be able to choose more than one Type (multi-selection).
What is the right syntax for the binding/interaction?

- A. ☐
- B. ☐
- C. ☐

Answer: A

Explanation:

For the given requirement where a selection in a list widget needs to filter data displayed on a donut chart, and considering the list allows for multi-selection of the 'Type', the correct binding/interaction would be to use a syntax that captures the multi-select aspect and passes it appropriately. The right syntax, as indicated in Option A, looks like this:

```
"{{column(Type_2.selection, ['Type']).asObject()}}"
```

This syntax ensures:

* Multi-selection: The column() function in combination with .asObject() ensures that multiple selected values from the 'Type_2' query can be passed as an object, which the donut chart can utilize to filter its content.

* Correct Data Type Handling: By using .asObject(), the binding ensures the data passed between widgets maintains the correct structure expected by the CRM Analytics dashboard, thereby ensuring accurate filtering.

NEW QUESTION # 117

Which statement best describes how to ensure CRM Analytics dashboards are easily used across both desktop and mobile devices?

- A. Create multiple layouts, ensure the layout selectors match the device, and resize/hide widgets to ensure the content is appropriate for the device screen size.
- B. Create multiple layouts and reorder all the widgets so that they fit nicely within the new default width
- C. Create multiple layouts and allow CRM Analytics to automatically select and organize dashboard contents to be optimal for the device type.

Answer: A

Explanation:

To ensure that CRM Analytics dashboards are optimally usable on both desktop and mobile devices, creating multiple layouts tailored to each device type is crucial. Here's why Option C is the best approach:

* Device-Specific Layouts: By creating specific layouts for each device type, you ensure that the dashboard contents are presented in a manner best suited to the screen size and interaction model of the device.

* Layout Selectors: These are used to automatically display the appropriate layout based on the device accessing the dashboard, enhancing user experience without manual intervention.

* Widget Customization: Resizing or hiding certain widgets for specific device layouts ensures that the dashboard remains clean, uncluttered, and easy to navigate, regardless of the device used.

NEW QUESTION # 118

CRM Analytics users at Cloud Kicks are granted access to an app with specific dashboards. When trying to download a specific widget, they are unable to do so.

What is causing the issue?

- A. The users have access to the dashboard but not the dataset.
- B. The dashboard has been created for internal use and the users have a view only license.
- C. The permission set for the users is missing the download data permission.

Answer: C

Explanation:

As in the previous question, the issue is related to permissions. Users can be granted access to dashboards and apps, but if their permission set does not explicitly allow the "Download Data" action, they will not be able to download the widget data. This is a

common issue encountered when users have restricted permissions, especially in environments where security and data access are tightly controlled.

NEW QUESTION # 119

A company realizes it has a lot of rich information around its cases, but unfortunately, most of this is unstructured/textual data. The company is exploring how to include some of this information in its case prioritization. Which option within CRM Analytics should a consultant leverage?

- A. Cluster transformation in Recipes
- B. Bucket transformation in Recipes
- C. Detect Sentiment transformation in Recipes

Answer: C

Explanation:

For a company with a wealth of unstructured textual data in their cases, the "Detect Sentiment" transformation within CRM Analytics Recipes is a crucial tool. This transformation analyzes the sentiment of the text data- whether it's positive, neutral, or negative-and this insight can be highly valuable in case prioritization processes. Here's why this transformation is useful:

* Insight into Customer Sentiments: By detecting sentiment, the company can prioritize cases based on the urgency and emotional tone expressed in the text, which might indicate customer dissatisfaction or urgency.

* Automation and Efficiency: Automatically categorizing cases based on sentiment can streamline workflows and ensure that critical cases are handled promptly.

* Enhanced Customer Service: Responding to negative sentiments swiftly can improve customer satisfaction and potentially mitigate issues before they escalate.

NEW QUESTION # 120

consultant is reviewing a model that is set to maximize the daily sales quantity of consumer products in stores, and they see this recommendation.

Which action should the consultant take?

- A. Verify client expectations that Store is a strong predictor for daily sales quantity.
- B. Remove the Store field from the model definition, because that is the recommended action.
- C. Ignore alert; the explanation of variation is only 35%, which is below 50%.

Answer: A

Explanation:

Upon reviewing the data model and noticing the high correlation alert between 'Store' and daily sales quantity, the appropriate action is to verify with the client their expectations regarding the influence of the Store field on daily sales. Here's the rationale:

* Understanding the Role of 'Store' in the Model: Before making any changes to the model, it's crucial to understand whether the 'Store' field is expected to be a strong predictor based on the business context. If the client expects that different stores inherently have different sales volumes due to factors like location, size, or customer base, this correlation may be both meaningful and desired.

* Potential Data Leakage: High correlation warnings can sometimes indicate data leakage, where a predictor (like 'Store') might inadvertently include information about the outcome variable (daily sales quantity). It's essential to verify whether this correlation makes sense logically or if it's skewing the model predictions.

* Client Consultation: Consulting with the client helps ensure that any modeling decisions align with their business knowledge and expectations. It's about validating the model against real-world expectations and ensuring it remains a useful tool for decision-making.

By taking these steps, the consultant not only adheres to best practices in data science by validating model inputs and their implications but also ensures that the model aligns with the client's business strategies and operational realities.

NEW QUESTION # 121

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