

# The Salesforce Analytics-Con-301 Web-Based Practice Exam



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## Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>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.</li></ul>

Topic 3	<ul style="list-style-type: none"> <li>• <b>Data Visualization:</b> 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.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>• <b>Data Analysis:</b> 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.</li> </ul>
Topic 5	<ul style="list-style-type: none"> <li>• <b>Data Management:</b> 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.</li> </ul>

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### Salesforce Certified Tableau Consultant Sample Questions (Q29-Q34):

#### NEW QUESTION # 29

A Tableau consultant tasked with evaluating a data structure is handed the below sample dataset. Which two statements are true about the dataset? Choose two.

State	2019	2020	2021	2022	2023	2024
Alabama	2300.39	3030.39	4959.49	858.59	4950.03	4920.57
Alaska	47392.57	38485.59	39495.67	3405.50	96596.90	49554.60
Arizona	4875.58	4848.39	5848.06	4778.69	3846.39	3859.45
Arkansas	47358.68	49506.39	48394.59	8375.68	48589.94	48855.9
California	3773.49	4884.32	3838.59	5959.44	3838.49	3827.46
Colorado	58583.49	49282.49	39284.49	38282.40	88933.49	48383.40

- A. The data structure will require a lot of maintenance, as maintenance will need to be done to handle a new column for a new year.
- B. The names of the columns are accurate and indicate what the data values actually mean.
- C. The data needs to be denormalized before it can be used.
- D. The data can be pivoted in order to enable a year selector.

**Answer: A,D**

Explanation:

The dataset shown is a classic "wide" format":

\* A single row per state

\* Separate columns for each year: 2019, 2020, 2021, 2022, 2023, 2024

Tableau's documentation on data structure and pivoting explains:

# Why A is TRUE

Tableau documentation identifies wide datasets (multiple columns representing categories such as years, months, or similar time periods) as high-maintenance structures because:

- \* For every new year, a new column must be added.
- \* Metadata and calculations must be updated each time.
- \* This type of structure is described as having poor scalability and higher maintenance.

This dataset fits that exact description, so A is correct.

# Why C is TRUE

According to Tableau's "Pivot Data from Columns to Rows" section:

- \* Wide datasets can and should often be pivoted so that repeated columns (such as year columns) become rows.
- \* Pivoting enables dynamic capabilities such as:
  - \* Year filters (year selector)
  - \* Time-series analysis
  - \* Consistent aggregations
  - \* Simplified calculations

Pivoting this dataset would produce:

State  
Year  
Value  
Alabama  
2019  
2300.39  
Alabama  
2020  
3030.39  
...  
...  
...

This makes the dataset tall and tidy, which Tableau identifies as better for analysis and dashboard interactivity.

Therefore, C is correct.

# Why B is FALSE

The column names (2019, 2020, 2021...) are simply numbers.

Tableau documentation stresses that good metadata includes descriptive column names.

These column names:

- \* Do not indicate what the measure represents (Revenue? Sales? Population?)
- \* Only show the year, not the meaning of the metric

Thus they are not considered accurate or descriptive column names.

# Why D is FALSE

The dataset is already denormalized, not normalized.

Denormalized data means combining multiple attributes (like multiple years) into one table, which is exactly what this dataset already does.

Tableau documentation explains that wide data is already denormalized, and the recommended fix is pivoting, not further denormalization.

Therefore, D is incorrect.

### NEW QUESTION # 30

A consultant builds a report where profit margin is calculated as  $SUM([Profit]) / SUM([Sales])$ . Three groups of users are organized on Tableau Server with the following levels of data access that they can be granted.

- . Group 1: Viewers who cannot see any information on profitability
- . Group 2: Viewers who can see profit and profit margin
- . Group 3: Viewers who can see profit margin but not the value of profit Which approach should the consultant use to provide the required level of access?

- A. Specify with user filters in each view individuals who can see profit, profit margin, or none of these.
- B. Specify in the row-level security (RLS) entitlement table individuals who can see profit, profit margin, or none of these. Then, use the table data to create user filters in the report.
- C. Use user filters to access data on profitability to all groups. Then, create a calculated field that allows visibility of profit value to Group 2 and use the calculation in the view in the report.

- D. Use user filters to allow only Groups 2 and 3 access to data on profitability. Then, create a calculated field that limits visibility of profit value to Group 2 and use the calculation in the view in the report.

**Answer: D**

Explanation:

The approach of using user filters to control access to data on profitability for Groups 2 and 3, combined with a calculated field that restricts the visibility of profit value to only Group 2, aligns with Tableau's best practices for managing content permissions. This method ensures that each group sees only the data they are permitted to view, with Group 1 not seeing any profitability information, Group 2 seeing both profit and profit margin, and Group 3 seeing only the profit margin without the actual profit values. This setup can be achieved through Tableau Server's permission capabilities, which allow for detailed control over what each user or group can see and interact with<sup>12</sup>.

References: The solution is based on the capabilities and permission rules that are part of Tableau Server's security model, as detailed in the official Tableau documentation<sup>12</sup>. These resources provide guidance on how to set up user filters and calculated fields to manage data access levels effectively.

### NEW QUESTION # 31

#### SIMULATION

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.

Field name	Data type
Sex	String
Origin	String
Race	String
Year	Number (whole)
Age	Number (whole)
Population	Number (whole)

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 # 32

Use the following login credentials to sign in to the virtual machine:

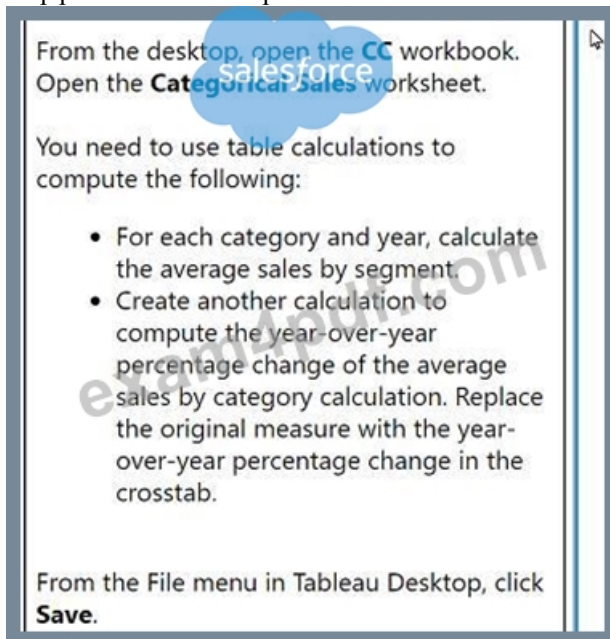
Username: Admin

Password:

The following information is for technical support purposes only:

Lab Instance: 40201223

To access Tableau Help, you can open the Help.pdf file on the desktop.



The screenshot shows a question card with a blue border. The text on the card reads: "From the desktop, open the CC workbook. Open the Categorical Sales worksheet. You need to use table calculations to compute the following: • For each category and year, calculate the average sales by segment. • Create another calculation to compute the year-over-year percentage change of the average sales by category calculation. Replace the original measure with the year-over-year percentage change in the crosstab. From the File menu in Tableau Desktop, click Save." There is a blue cloud watermark with the text "salesforce" and a large watermark "exam4up.com" across the card.

From the desktop, open the CC workbook.

Open the Categorical Sales worksheet.

You need to use table calculations to compute the following:

. For each category and year, calculate the average sales by segment.

. Create another calculation to compute the year-over-year percentage change of the average sales by category calculation. Replace the original measure with the year-over-year percentage change in the crosstab.

From the File menu in Tableau Desktop, click Save.

**Answer:**

Explanation:

See the complete Steps below in Explanation:

Explanation:

To compute the required calculations and update the worksheet in Tableau Desktop, follow these steps:

- \* Compute Average Sales by Segment for Each Category and Year:
  - \* Open the CC workbook and navigate to the Categorical Sales worksheet.
  - \* Drag the 'Sales' field to the Rows shelf if it's not already there.
  - \* Drag the 'Segment' field to the Rows shelf as well, placing it next to 'Category' and 'Year'.
  - \* Right-click on the 'Sales' field in the Rows shelf and select 'Quick Table Calculation' > 'Average'.
- This will compute the average sales for each segment within each category and year.
- \* Create a Calculation for Year-over-Year Percentage Change:
  - \* Right-click in the data pane and select 'Create Calculated Field'.
  - \* Name the calculated field something descriptive, e.g., "YoY Sales Change".
  - \* Enter the formula to calculate the year-over-year percentage change:  

$$\frac{(\text{ZN}(\text{SUM}([\text{Sales}])) - \text{LOOKUP}(\text{ZN}(\text{SUM}([\text{Sales}])), -1)) / \text{ABS}(\text{LOOKUP}(\text{ZN}(\text{SUM}([\text{Sales}])), -1))}{1}$$
  - \* Click 'OK' to save the calculated field.
  - \* Replace the Original Measure with the Year-over-Year Percentage Change in the Crosstab:
  - \* Remove the original 'Sales' measure from the view by dragging it off the Rows shelf.
  - \* Drag the newly created "YoY Sales Change" calculated field to the Rows shelf where the 'Sales' field was originally.
  - \* Format the "YoY Sales Change" field to display as a percentage. Right-click on the field in the Rows shelf, select 'Format', and adjust the number format to percentage.
  - \* Save Your Changes:
  - \* From the File menu, click 'Save' to ensure all your changes are stored.

References:

Tableau Help: Offers guidance on creating calculated fields and using table calculations.

Tableau Desktop User Guide: Provides instructions on formatting and saving worksheets.

These steps allow you to manipulate data within Tableau effectively, using table calculations to analyze trends and changes in sales data by category and segment over years.

### NEW QUESTION # 33

A consultant wants to improve the performance of reports by moving calculations to the data layer and materializing them in the extract.

Which type of calculation is the consultant able to move?

- A. A calculation that contains table calculation functions
- **B. A row-level calculation**
- C. A calculation that contains an aggregation
- D. A calculation that contains parameters

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Tableau allows certain calculations to be materialized in extracts, meaning they are precomputed and stored inside the .hyper file to improve performance.

According to Tableau's extract documentation:

- \* Materializable calculations must be compatible with the extract engine and must not depend on dynamic, view-based, or post-query logic.
- \* Only row-level calculations and aggregation-level calculations without dependencies on runtime context can be materialized.
- \* Tableau cannot materialize any calculation containing:
  - \* Table calculation functions
  - \* Functions requiring post-aggregation logic
  - \* View-dependent elements
  - \* Parameters that need runtime evaluation

Evaluation of the choices:

A). A row-level calculation - Correct

Row-level calculations operate on each record individually before aggregation.

Tableau documentation specifies that these calculations can be pushed down into the extract and materialized because they do not depend on the visualization or user interaction.

Examples include concatenation, arithmetic, string manipulation, and row-based logic such as:

`[Sales] * [Quantity] or IF [Region] = 'West' THEN 1 END`

These can be precomputed inside the extract, improving performance.

B). A calculation that contains table calculation functions - Not allowed Table calculations (WINDOW\_SUM, INDEX, RUNNING\_SUM, RANK, etc.) depend on the table structure after aggregation and query execution.

Therefore, Tableau documentation states they cannot be materialized in extracts.

C). A calculation that contains parameters - Not allowed

Parameters are evaluated at runtime, meaning the user can change their value.

Because of this, Tableau cannot permanently compute and store such a calculation inside an extract.

D). A calculation that contains an aggregation - Generally not materialized Aggregated calculations often depend on query context and cannot always be materialized.

Only simple, context-free aggregations might be materialized, but Tableau explicitly warns that aggregations are not guaranteed candidates for extract materialization.

Thus, this is not the best answer compared to row-level logic.

Conclusion

Only row-level calculations meet Tableau's exact requirements for materialization in extracts.

References From Tableau Consultant Documentation

\* Tableau Extract documentation describing materializable calculation types.

\* Tableau guidance stating table calculations and parameter-dependent calculations cannot be materialized.

\* Extract optimization guidelines describing row-level logic as eligible for materialization.

## NEW QUESTION # 34

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