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## Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• Data Cloud Overview: This domain covers the foundational understanding of Data Cloud including its core purpose, terminology, business value, and technical architecture. It also addresses typical use cases and the essential principles of ethical data handling when working with customer data.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• Identity Resolution: This domain explores creating unified customer profiles through matching and reconciliation processes. It covers how rule sets determine when records link together, how conflicting data is resolved, and understanding the outcomes and use cases of unified identities.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>• Data Cloud Setup and Administration: This domain focuses on configuring and managing Data Cloud environments through permissions, data streams, data bundles, and data spaces. It also covers administrative tools and techniques for diagnosing and exploring data using reports, dashboards, flows, APIs, and explorer tools.</li></ul>
Topic 4	<ul style="list-style-type: none"><li>• Act on Data: This domain focuses on leveraging Data Cloud data for downstream actions through activations and data actions. It covers working with attributes, managing timing dependencies, troubleshooting activation issues like errors and rejected counts, and understanding requirements for triggering automated processes.</li></ul>

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### Salesforce Certified Data Cloud Consultant Sample Questions (Q68-Q73):

#### NEW QUESTION # 68

Cumulus Financial offers both business and personal loans. Records in the Contact DLO can be useful for both groups since individual customers may have both business and personal loans. However, for legal reasons, the two groups must be kept separate. How should Cumulus Financial solve this business requirement?

- A. Duplicate the Individual DMO.
- **B. Use two data spaces.**
- C. Duplicate the Contact DLO.
- D. Create two identity resolution rules in the same data space.

**Answer: B**

Explanation:

To address the business requirement where Cumulus Financial needs to keep business and personal loan records separate for legal reasons while still leveraging the same Contact DLO, the best solution is to use two data spaces. Here's why and how this works: Understanding Data Spaces in Salesforce Data Cloud :Data spaces are logical containers within Salesforce Data Cloud that allow organizations to segment their data based on specific business needs, compliance requirements, or privacy regulations. They enable isolation of data processing and identity resolution rules while still allowing access to shared data objects like the Contact DLO.

Why Two Data Spaces?

By creating two data spaces (e.g., one for business loans and another for personal loans), Cumulus Financial can maintain separation between the two groups for legal compliance.

Both data spaces can reference the same Contact DLO, ensuring that individual customer data is not duplicated but is accessible in both contexts.

Identity resolution rules can be configured independently within each data space to ensure that the segmentation aligns with the legal requirements.

Steps to Implement This Solution :

Step 1: Navigate to the Data Spaces section in Salesforce Data Cloud.

Step 2: Create two new data spaces: one for "Business Loans" and another for "Personal Loans." Step 3: Configure the identity resolution rules separately for each data space to ensure proper segmentation.

Step 4: Link the existing Contact DLO to both data spaces. This ensures that the same contact data is available in both contexts without duplication.

Step 5: Set up activation rules and permissions to ensure that data from one data space cannot inadvertently mix with the other.

Why Not Other Options?

A). Duplicate the Individual DMO: This would lead to unnecessary duplication of data and increase storage costs. It also introduces complexity in maintaining consistency across duplicated records.

B). Duplicate the Contact DLO: Similar to duplicating the DMO, this approach increases storage and maintenance overhead without solving the core issue of legal separation.

C). Create two identity resolution rules in the same data space: While this might seem like a viable option, it does not provide the required legal separation since both groups would still exist within the same data space.

By using two data spaces, Cumulus Financial achieves the necessary legal separation while maintaining efficiency and avoiding data redundancy.

#### NEW QUESTION # 69

What should a user do to pause a segment activation with the intent of using that segment again?

- A. Delete the segment.
- **B. Deactivate the segment.**
- C. Stop the publish schedule.
- D. Skip the activation.

**Answer: B**

Explanation:

The correct answer is A. Deactivate the segment. If a segment is no longer needed, it can be deactivated through Data Cloud and applies to all chosen targets. A deactivated segment no longer publishes, but it can be reactivated at any time<sup>1</sup>. This option allows the user to pause a segment activation with the intent of using that segment again.

The other options are incorrect for the following reasons:

B). Delete the segment. This option permanently removes the segment from Data Cloud and cannot be undone<sup>2</sup>. This option does not allow the user to use the segment again.

C). Skip the activation. This option skips the current activation cycle for the segment, but does not affect the future activation cycles<sup>3</sup>. This option does not pause the segment activation indefinitely.

D). Stop the publish schedule. This option stops the segment from publishing to the chosen targets, but does not deactivate the segment<sup>4</sup>. This option does not pause the segment activation completely.

1: Deactivated Segment article on Salesforce Help

2: Delete a Segment article on Salesforce Help

3: Skip an Activation article on Salesforce Help

4: Stop a Publish Schedule article on Salesforce Help

### NEW QUESTION # 70

A Data Cloud Consultant is in the process of setting up data streams for a new service-based data source. When ingesting Case data, which field is recommended to be associated with the Event Time field?

- **A. Creation Date**
- B. Last Modified Date
- C. Escalation Date
- D. Resolution Date

**Answer: A**

Explanation:

The Event Time field is a special field type that captures the timestamp of an event in a data stream. It is used to track the chronological order of events and to enable time-based segmentation and activation. When ingesting Case data, the recommended field to be associated with the Event Time field is the Last Modified Date field. This field reflects the most recent update to the case and can be used to measure the case duration, resolution time, and customer satisfaction. The other fields, such as Resolution Date, Escalation Date, or Creation Date, are not as suitable for the Event Time field, as they may not capture the latest status of the case or may not be applicable for all cases. References: Data Stream Field Types, Salesforce Data Cloud Exam Questions

### NEW QUESTION # 71

A consultant is planning the ingestion of a data stream that has profile information including a mobile phone number. To ensure that the phone number can be used for future SMS campaigns, they need to confirm the phone number field is in the proper E164 Phone Number format. However, the phone numbers in the file appear to be in varying formats. What is the most efficient way to guarantee that the various phone number formats are standardized?

- A. Create a formula field to standardize the format.
- B. Edit and update the data in the source system prior to sending to Data Cloud.
- C. Create a calculated insight after ingestion.
- **D. Assign the PhoneNumber field type when creating the data stream.**

**Answer: D**

Explanation:

The most efficient way to guarantee that the various phone number formats are standardized is to assign the PhoneNumber field type when creating the data stream. The PhoneNumber field type is a special field type that automatically converts phone numbers into the E164 format, which is the international standard for phone numbers. The E164 format consists of a plus sign (+), the country code, and the national number. For example, +1-202-555-1234 is the E164 format for a US phone number. By using the PhoneNumber field type, the consultant can ensure that the phone numbers are consistent and can be used for future SMS campaigns.

The other options are either more time-consuming, require manual intervention, or do not address the formatting issue. References: Data Stream Field Types, E164 Phone Number Format, Salesforce Data Cloud Exam Questions

### NEW QUESTION # 72

Cumulus Financial wants to segregate Salesforce CRM Account data based on Country for its Data Cloud users. What should the consultant do to accomplish this?

- A. Use Salesforce sharing rules on the Account object to filter and segregate records based on Country.
- B. Use formula fields based on the account Country field to filter incoming records.
- C. Use streaming transforms to filter out Account data based on Country and map to separate data model objects accordingly.
- **D. Use the data spaces feature and applying filtering on the Account data lake object based on Country.**

**Answer: D**

Explanation:

Data spaces are a feature that allows Data Cloud users to create subsets of data based on filters and permissions. Data spaces can be used to segregate data based on different criteria, such as geography, business unit, or product line. In this case, the consultant can use the data spaces feature and apply filtering on the Account data lake object based on Country. This way, the Data Cloud users can access only the Account data that belongs to their respective countries. References: Data Spaces, Create a Data Space

### NEW QUESTION # 73

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