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- ✓ Identity resolution and segmentation
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- ✓ Salesforce ecosystem integration

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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

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

Salesforce Certified Data Cloud Consultant Sample Questions (Q124-Q129):

NEW QUESTION # 124

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 that deletion of old files is enabled.
- B. Ensure the refresh mode is set to "Upsert".
- C. Ensure the filename contains a wildcard to accommodate the timestamp.
- D. Ensure the refresh mode is set to "Full Refresh."

Answer: B,C

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 in data 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 # 125

Which data model subject area defines the revenue or quantity for an opportunity by product family?

- A. Party
- B. Product
- C. Engagement
- D. Sales Order

Answer: D

Explanation:

The Sales Order subject area defines the details of an order placed by a customer for one or more products or services. It includes information such as the order date, status, amount, quantity, currency, payment method, and delivery method. The Sales Order subject area also allows you to track the revenue or quantity for an opportunity by product family, which is a grouping of products that share common characteristics or features. For example, you can use the Sales Order Line Item DMO to associate each product in an order with its product family, and then use the Sales Order Revenue DMO to calculate the total revenue or quantity for each product family in an opportunity. Reference: Sales Order Subject Area, Sales Order Revenue DMO Reference

NEW QUESTION # 126

Which two requirements must be met for a calculated insight to appear in the segmentation canvas?

Choose 2 answers

- A. The calculated insight must contain a dimension including the Individual or Unified Individual Id.
- B. The metrics of the calculated insights must only contain numeric values.
- C. The primary key of the segmented table must be a metric in the calculated insight.
- D. The primary key of the segmented table must be a dimension in the calculated insight.

Answer: A,D

Explanation:

A calculated insight is a custom metric or measure that is derived from one or more data model objects or data lake objects in Data Cloud. A calculated insight can be used in segmentation to filter or group the data based on the calculated value. However, not all calculated insights can appear in the segmentation canvas. There are two requirements that must be met for a calculated insight to appear in the segmentation canvas:

* The calculated insight must contain a dimension including the Individual or Unified Individual Id. A dimension is a field that can be used to categorize or group the data, such as name, gender, or location.

The Individual or Unified Individual Id is a unique identifier for each individual profile in Data Cloud.

The calculated insight must include this dimension to link the calculated value to the individual profile and to enable segmentation based on the individual profile attributes.

* The primary key of the segmented table must be a dimension in the calculated insight. The primary key is a field that uniquely identifies each record in a table. The segmented table is the table that contains the data that is being segmented, such as the Customer or the Order table. The calculated insight must include the primary key of the segmented table as a dimension to ensure that the calculated value is associated with the correct record in the segmented table and to avoid duplication or inconsistency in the segmentation results.

References: Create a Calculated Insight, Use Insights in Data Cloud, Segmentation

NEW QUESTION # 127

A consultant needs to update a field in CRM as soon as a record gets updated in the DMO.

Which feature should the consultant use?

- A. Rapid segments
- B. Data share target
- C. Data actions
- D. Streaming data transform

Answer: C

NEW QUESTION # 128

A consultant is connecting sales order data to Data Cloud and considers whether to use the Profile, Engagement, or Other categories to map the DLO. The consultant chooses to map the DLO called Order-Headers to the Sales Order DMO using the

Engagement category.

What is the impact of this action on future mappings?

- A. A DLO with category Engagement can be mapped to any DMO using either Profile, Engagement, or Other categories.
- B. When mapping a Profile DLO to the Sales Order DMO, the category gets updated to Profile.
- C. Sales Order DMO gets assigned to both the Profile and Engagement categories when mapping a Profile DLO.
- **D. Only Engagement category DLOs can be mapped to the Sales Order DMO. Sales Order gets assigned to the Engagement Category.**

Answer: D

Explanation:

Data Lake Objects (DLOs) and Data Model Objects (DMOs): In Salesforce Data Cloud, DLOs are mapped to DMOs to organize and structure data. Categories like Profile, Engagement, and Other define how these mappings are used.

Engagement Category: Mapping a DLO to the Engagement category indicates that the data is related to customer interactions and activities.

Impact on Future Mappings:

- * Engagement Category Restriction: When a DLO like Order-Headers is mapped to the Sales Order DMO under the Engagement category, future mappings of the Sales Order DMO are restricted to Engagement category DLOs.
- * Category Assignment: The Sales Order DMO is assigned to the Engagement category, meaning only DLOs categorized as Engagement can be mapped to it in the future.

Benefits:

- * Consistency: Ensures consistent data categorization and usage, aligning data with its intended purpose.
- * Accuracy: Helps in maintaining the integrity of data mapping and ensures that engagement-related data is accurately captured and utilized.

References:

- * Salesforce Data Cloud Mapping
- * Salesforce Data Cloud Categories

NEW QUESTION # 129

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