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

Topic	Details
Topic 1	<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 2	<ul style="list-style-type: none"> <li>• <b>Business Consulting:</b> For Tableau Consultants, this section involves designing and troubleshooting calculations and workbooks to meet advanced analytical use cases. It covers selecting appropriate chart types, applying Tableau's order of operations in calculations, building interactivity into dashboards, and optimizing workbook performance by resolving resource-intensive queries and other design-related issues.</li> </ul>
Topic 3	<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 (Q96-Q101):

### NEW QUESTION # 96

A client is considering migrating from Tableau Server to Tableau Cloud.

Which two elements are determining factors of whether the client should use Tableau Server or Tableau Cloud? Choose two.

- A. Amount of data storage used on the client's existing server
- **B. Whether or not there are large numbers of concurrent extract refreshes**
- **C. Whether or not the client plans to leverage single sign-on (SSO)**
- D. Whether or not the client needs the ability to connect to public, cloud-based data sources

**Answer: B,C**

Explanation:

When considering a migration from Tableau Server to Tableau Cloud, two critical factors to consider are the client's need for single sign-on (SSO) and the volume of concurrent extract refreshes.

Single Sign-On (SSO): Tableau Cloud supports SSO, which can streamline user authentication and enhance security. If the client plans to leverage SSO, Tableau Cloud may be a suitable choice<sup>1</sup>.

Concurrent Extract Refreshes: The number of concurrent extract refreshes is a significant factor because it impacts performance and resource allocation. Tableau Server might be more appropriate if the client has a high volume of concurrent extract refreshes, as it allows for more control over the infrastructure to manage these workloads<sup>2</sup>.

References: The decision between Tableau Server and Tableau Cloud should be based on specific organizational needs, including security, compliance, performance, and scalability. The official Tableau resources provide guidance on these factors<sup>12</sup>. Additionally, discussions in the Tableau Community highlight the importance of considering these elements when choosing between Tableau Server and Tableau Cloud<sup>1</sup>.

### NEW QUESTION # 97

A client wants to see data for only the last day in a dataset and the last day is always yesterday. The date is represented with the field Ship Date.

The client is not concerned about the daily refresh results. The volume of data is so large that performance is their priority. In the future, the client will be able to move the calculation to the underlying database, but not at this time.

The solution should offer the best performance.

Which approach should the consultant use to produce the desired results?

- A. Filter on calculation [Ship Date]=TODAY()-1.
- B. Filter on Ship Date field using the Yesterday option.
- C. Filter on calculation [Ship Date]={MAX([Ship Date])}.
- D. Filter MONTH/DAY/YEAR on [Ship Date] field and use an option to filter to the latest date value when the workbook opens.

**Answer: A**

Explanation:

The best approach to ensure performance while providing data for only the last day (yesterday) in the dataset is to use a calculated field that filters the data to include only yesterday's date:

Filter on calculation [Ship Date]=TODAY()-1: This calculated field dynamically computes yesterday's date by subtracting one day from today's date. This approach ensures that each day, only the data for the previous day is loaded, which keeps the volume of data minimal and improves performance.

Dynamic Date Calculation: The use of TODAY()-1 ensures the filter remains up-to-date with the changing dates, without the need for manual updates, providing accuracy and timeliness in the dashboard.

This approach is efficient because it avoids the overhead of processing the entire dataset and focuses only on the relevant day's data. It also aligns with Tableau's capabilities for creating dynamic filters using date functions, as highlighted in the Tableau help documentation on date calculations and filters.

References

This solution utilizes Tableau's built-in date functions and dynamic calculations to optimize performance, as recommended in Tableau's performance optimization resources and date calculation guidelines.

## NEW QUESTION # 98

A multi-national company wants to have a Tableau dashboard that will provide country-level information for both its forecast summaries and year-on-year metrics. The company wants to toggle between these two views while leaving main key performance indicators (KPIs) visible on the main dashboard.

Which method is the most efficient in achieving the company's requirements?

- A. Create a Boolean parameter with the two names of the views as aliases and a corresponding calculated field with the following calculation: True.  
 . Add the forecast summary sheet to the dashboard and add the year-on-year metrics sheet to the same dashboard as a Floating dashboard object.
- B. Create a parameter that accepts values from a list that contains "Forecast View" and "Year-on-Year View."  
 . Right-click the parameter and select Add to Sheet for both worksheets.  
 . Navigate back to the dashboard and to the upper corner of the two worksheets.  
 . Enable the Use as Filter option.
- C. Create a single worksheet with all the measures required for both the forecast summary and the year-on-year views.  
 . Create a Boolean parameter and a corresponding calculated field with the following calculation: True.  
 . Add a blank dashboard object and in the Layout tab, check the box for "Control visibility using value" and select the parameter you created.
- D. Create a dashboard with the sheets containing the main KPIs and the forecast summary worksheet.  
 . Duplicate this dashboard and replace the forecast view worksheet with the year-on-year metrics worksheet.  
 . Add navigation buttons to both dashboards.

**Answer: A**

Explanation:

. Add the calculated fields as a Detail under the Marks card of the floating view, create a "Change Parameter" action, and set the "Target Parameter" and "Source Fields" to the parameter and calculated field you created.

. Check the box for "Control visibility using value" in the Layout tab of the floating view and select the parameter you created.

Explanation:

The most efficient method for toggling between two views (forecast summaries and year-on-year metrics) while keeping main KPIs visible involves using a parameter and calculated fields for controlling visibility:

Create a Boolean Parameter: This parameter will have two aliases representing the two views ("Forecast View" and "Year-on-Year View"). This allows the user to select which view they wish to see directly from the dashboard.

Calculated Field: Create a calculated field that always returns True. This field acts as a constant placeholder to enable the visibility control tied to the parameter.

Dashboard Setup: Place both the forecast summary and the year-on-year metrics sheets on the dashboard. Set the year-on-year metrics sheet as a floating object over the forecast summary.

Visibility Control: Use the "Control visibility using value" option in the Layout tab for the floating year-on-year metrics view. Tie this setting to the Boolean parameter so that changing the parameter will show or hide this view without affecting the main KPIs displayed on the dashboard.

Interactivity: Implement a "Change Parameter" dashboard action where selecting different options in the dashboard (e.g., clicking on certain parts) triggers the parameter to change, thus toggling the visible view.

References

This method leverages Tableau's dashboard interactivity features including parameters, calculated fields, and visibility settings, as recommended in Tableau's user guide on dynamic dashboard design.

### NEW QUESTION # 99

A consultant updates an IF-THEN calculation to use a newly created calculated field "Last Name" (parsed from "Full Name"). After the change, performance becomes noticeably worse.

Which two options should the consultant use to improve dashboard performance without altering functionality? Choose two.

- A. Change the IF THEN calculation to a CASE statement.
- **B. Redesign the dashboard to replace Quick Filters with Action Filters.**
- C. Calculate "Last Name" in the IF THEN calculation.
- **D. Precalculate "Last Name" in the data source and use it.**

**Answer: B,D**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The performance degradation originates from string parsing inside Tableau ("last word of Full Name") and then feeding that calculated field into another row-level IF-THEN calculation.

This creates:

- \* Nested calculations
- \* High per-row evaluation load
- \* Slow extract query performance or slow live query generation

Tableau documentation recommends two best-practice approaches:

Solution 1: Precompute the "Last Name" field upstream (Option C)

When the parsing is performed in:

- \* The database
- \* ETL/ELT pipelines
- \* Tableau Prep

then Tableau Desktop receives a clean field with no runtime computation needed.

This significantly reduces row-level calculation burden.

Solution 2: Replace Quick Filters with Action Filters (Option A)

Quick filters are expensive because Tableau:

- \* Runs additional queries to populate filter controls
- \* Re-queries every time the filter changes

Action Filters run directly from the visualization and are far more performant.

This improves the overall dashboard performance without changing logic.

Why the other options are incorrect:

B). Calculate "Last Name" inside the IF THEN calculation

This makes the expression even more complex - worse performance.

D). Change to a CASE statement

CASE does not improve performance when the heavy part of the logic is the string parsing, not the IF-THEN structure.

Thus, A and C are the correct performance-improving choices.

- \* Performance guidance recommending upstream computation of string fields
- \* Filter optimization best practices encouraging Action Filters over Quick Filters
- \* Extract runtime cost reduction strategies

### NEW QUESTION # 100

A client collects information about a web browser customers use to access their website. They then visualize the breakdown of web traffic by browser version.

The data is stored in the format shown below in the related table, with a NULL BrowserID stored in the Site Visitor Table if an unknown browser version accesses their website.

□

The client uses "Some Records Match" for the Referential Integrity setting because a match is not guaranteed.  
 The client wants to improve the performance of the dashboard while also getting an accurate count of site visitors.  
 Which modifications to the data tables and join should the consultant recommend?

- A. Continue to use NULL as the BrowserID in the Site Visitor Table and change the Referential Integrity to "All Records Match."
- B. Add an "Unknown" option to the Browser Table, reference its BrowserID in the Site Visitor Table, and leave the Referential Integrity set to "Some Records Match."
- C. Continue to use NULL as the BrowserID in the Site Visitor Table and leave the Referential Integrity set to "Some Records Match."
- **D. Add an "Unknown" option to the Browser Table, reference its BrowserID in the Site Visitor Table, and change the Referential Integrity to "All Records Match."**

**Answer: D**

Explanation:

To improve the performance of a Tableau dashboard while maintaining accurate counts, particularly when dealing with unknown or NULL BrowserIDs in the data tables, the following steps are recommended:

- \* Modify the Browser Table: Add a new row to the Browser Table labeled "Unknown," assigning it a unique BrowserID, e.g., 0 or 4.
- \* Update the Site Visitor Table: Replace all NULL BrowserID entries with the BrowserID assigned to the "Unknown" entry. This ensures every record in the Site Visitor Table has a valid BrowserID that corresponds to an entry in the Browser Table.
- \* Change Referential Integrity Setting: Change the Referential Integrity setting from "Some Records Match" to "All Records Match." This change assumes all records in the primary table have corresponding records in the secondary table, which improves query performance by allowing Tableau to make optimizations based on this assumption.

References:

Handling NULL Values: Replacing NULL values with a valid unknown option ensures that all data is included in the analysis, and integrity between tables is maintained, thereby optimizing the performance and accuracy of the dashboard.

## NEW QUESTION # 101

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