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Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">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.
Topic 2	<ul style="list-style-type: none">Data Visualization: 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.
Topic 3	<ul style="list-style-type: none">Data Analysis: 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.

Topic 4	<ul style="list-style-type: none"> 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.
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Salesforce Certified Tableau Consultant Sample Questions (Q14-Q19):

NEW QUESTION # 14

A Tableau consultant is tasked with creating a line graph that shows daily temperature fluctuations. The below set of data to use to create a dashboard.

How should the consultant manipulate the data to support the business need?

□

- A. Request a new set of data that is aggregated to the day level.
- B. Pivot the data before the requested visualization can be created.
- C. Create a Level of Detail (LOD) calculation that will aggregate the data at the requested daily level.

Answer: A

Explanation:

The business requirement is:

"Create a line graph that shows daily temperature fluctuations."

The dataset provided contains:

- * Only 5 rows, one per month
- * Two aggregated columns: Avg High Temp and Avg Low Temp
- * No daily values in the dataset

Tableau's documentation states that:

- * Tableau cannot generate artificial granularity that does not exist in the underlying data.
- * LOD calculations cannot create detail that isn't present in the source. They can only roll up or fix existing grain; they cannot fabricate lower-grain data.
- * Pivoting only reshapes data; it does not create missing days or introduce new rows.
- * When the visualization requires detail that the dataset does not contain, the correct solution is to obtain data at the required level of granularity.

Because the dataset contains monthly averages, it is impossible to show day-to-day fluctuations without having the actual daily temperatures.

Therefore, the only way to support the business need is to request daily-level data from the data provider.

Why the other options are incorrect:

A). Pivot the data

Pivoting would convert the dataset from wide format to long format (e.g., "Avg High Temp" and "Avg Low Temp" into a single "Temperature Type" field).

This does not add daily rows, so the required daily line graph still cannot be built.

C). Create an LOD calculation

LOD expressions cannot create new lower-level detail.

They only aggregate or fix existing detail.

Because the dataset contains only monthly values, an LOD cannot generate daily temperatures.

* Tableau granularity and data modeling guidance stating that detail must exist in the data to be visualized.

* LOD expression documentation explaining that LODs cannot create lower granularity than the source data.

* Pivoting documentation explaining pivots reshape fields but do not generate new rows or finer-grain data.

NEW QUESTION # 15

For a new report, a consultant needs to build a data model with three different tables, including two that contain hierarchies of locations and products. The third table contains detailed warehousing data from all locations across six countries. The consultant uses Tableau Cloud and the size of the third table excludes using an extract.

What is the most performant approach to model the data for a live connection?

- A. Joining the tables in Tableau Desktop
- B. Joining the tables in Tableau Prep
- C. Blending the first two tables with the third
- D. Relating the tables in Tableau Desktop

Answer: D

Explanation:

For a performant live connection in Tableau Cloud, especially when dealing with large datasets that preclude the use of extracts, relating the tables in Tableau Desktop is the recommended approach. This method allows for flexibility in how the data is queried and can improve performance by leveraging Tableau's relationships feature, which optimizes queries for the underlying database.

References: The best practices for live connections in Tableau Cloud suggest using relationships to manage complex data models efficiently¹. Additionally, Tableau's documentation on connecting data sources recommends using relationships for better performance with live connections².

NEW QUESTION # 16

A client needs to design row-level security (RLS) measures for their reports. The client does not currently have Tableau Data Management Add-on, and it may be an option in the future.

What should the consultant recommend as the safest and easiest way to manage for the long term?

- A. Create User filters based on data policies and apply them to a published data source.
- B. Create User filters for each report using a table joined to its data source and using the option Apply to All Sheet Using the Data Source.
- C. Create User filters based on data policies and apply them to views using set filters and option Server/Create User Filter.
- D. Create User filters in each view of each report using set filters and option Server/Create User Filter.

Answer: A

Explanation:

For implementing row-level security (RLS) without the Tableau Data Management Add-on, the best approach is to integrate user filters into the published data source:

Creating User Filters on Published Data Source: This method involves defining user filters that apply directly to the data source before it is published to the Tableau Server. This ensures that any workbook or view leveraging this data source inherently respects the row-level security settings.

To implement this, create a calculated field in Tableau that defines the security logic, typically using a formula that references user functions (like USERNAME() or ISMEMBEROF()). Drag this field to the Filters shelf and configure it to match the security rules (who can see what data).

Once configured, publish the data source to Tableau Server with these filters in place. This approach centralizes security management, making it easier to maintain and update security policies as they are applied universally to all workbooks using this data source.

This strategy is safe as it reduces the risk of accidental data exposure through individual workbook misconfiguration and simplifies long-term maintenance of security policies.

References

This method follows Tableau's best practices for implementing row-level security as detailed in Tableau's security management resources. It ensures robust, maintainable security measures that scale with organizational needs without requiring additional add-ons.

NEW QUESTION # 17

A client has a large data set that contains more than 10 million rows.

A consultant wants to calculate a profitability threshold as efficiently as possible. The calculation must classify the profits by using the following specifications:

- . Classify profit margins above 50% as Highly Profitable.
- . Classify profit margins between 0% and 50% as Profitable.
- . Classify profit margins below 0% as Unprofitable.

Which calculation meets these requirements?

- A. IF [ProfitMargin]>=0.50 Then 'Highly Profitable'
ELSEIF [ProfitMargin]>=0 Then 'Profitable'
ELSE 'Unprofitable'
END
- B. IF [ProfitMargin]>0.50 Then 'Highly Profitable'
ELSEIF [ProfitMargin]>=0 Then 'Profitable'
ELSEIF [ProfitMargin] <0 Then 'Unprofitable'END
- C. IF([ProfitMargin]>=0.50,'Highly Profitable', 'Profitable')ELSE 'Unprofitable'END
- D. IF [ProfitMargin]>0.50 Then 'Highly Profitable'
ELSEIF [ProfitMargin]>=0 Then 'Profitable'
ELSE 'Unprofitable'
END

Answer: A

Explanation:

The correct calculation for classifying profit margins into categories based on specified thresholds involves the use of conditional statements that check ranges in a logical order:

* Highly Profitable Classification: The first condition checks if the profit margin is 50% or more. This must use the ">=" operator to include exactly 50% as "Highly Profitable".

* Profitable Classification: The next condition checks if the profit margin is between 0% and 50%.

Since any value falling at or above 50% is already classified, this condition only needs to check for values greater than or equal to 0%.

* Unprofitable Classification: The final condition captures any remaining scenarios, which would only be values less than 0%.

References:

Logical Order in Conditional Statements: It is crucial in programming and data calculation to ensure that conditions in IF statements are structured in a logical and non-overlapping manner to accurately categorize all possible values.

NEW QUESTION # 18

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.

- A. The data needs to be denormalized before it can be used.
- B. The data can be pivoted in order to enable a year selector.
- C. The names of the columns are accurate and indicate what the data values actually mean.
- D. 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.

Answer: B,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 # 19

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