

Valid Data-Cloud-Consultant Exam Labs–Reliable New Test Prep Providers for Salesforce Data-Cloud-Consultant: Salesforce Certified Data 360 Consultant (Data-Con-101)



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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> • Data Cloud Setup and Administration: This topic includes applying Data Cloud permissions, permission sets, org-wide settings. It describes and configures data stream types, and data bundles. Moreover, it discusses use cases for data spaces, creating data spaces, managing and administering Data Cloud using reports, dashboards, flows, packaging, data kits, diagnosing and exploring data using Data Explorer, Profile Explorer, and APIs.
Topic 2	<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 3	<ul style="list-style-type: none"> • Data Cloud Overview: This topic covers Data Cloud's function, key terminology, business value, typical use cases, the Data Cloud lifecycle, dependencies, and principles of data ethics. These sub-topics provide an overview of Data Cloud's capabilities and applications.
Topic 4	<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.

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Salesforce Certified Data 360 Consultant (Data-Con-101) Sample Questions (Q75-Q80):

NEW QUESTION # 75

A consultant needs to package Data Cloud components from one organization to another.

Which two Data Cloud components should the consultant include in a data kit to achieve this goal?

Choose 2 answers

- A. Segments
- **B. Identity resolution rulesets**
- **C. Data model objects**
- D. Calculated insights

Answer: B,C

Explanation:

Explanation

To package Data Cloud components from one organization to another, the consultant should include the following components in a data kit:

* Data model objects: These are the custom objects that define the data model for Data Cloud, such as Individual, Segment, Activity, etc. They store the data ingested from various sources and enable the creation of unified profiles and segments¹.

* Identity resolution rulesets: These are the rules that determine how data from different sources are matched and merged to create unified profiles. They specify the criteria, logic, and priority for identity resolution². References:

* 1: Data Model Objects in Data Cloud

* 2: Identity Resolution Rulesets in Data Cloud

NEW QUESTION # 76

What is the primary purpose of Data Cloud?

- A. Managing sales cycles and opportunities
- B. Analyzing marketing data results
- C. Providing a golden record of a customer
- **D. Integrating and unifying customer data**

Answer: D

Explanation:

Primary Purpose of Data Cloud:

Salesforce Data Cloud's main function is to integrate and unify customer data from various sources, creating a single, comprehensive view of each customer.

Reference: Salesforce Data Cloud Overview

Benefits of Data Integration and Unification:

Golden Record: Providing a unified, accurate view of the customer.

Enhanced Analysis: Enabling better insights and analytics through comprehensive data.

Improved Customer Engagement: Facilitating personalized and consistent customer experiences across channels.

Reference: Salesforce Data Cloud Benefits Documentation

Steps for Data Integration:

Ingest data from multiple sources (CRM, marketing, service platforms).

Use data harmonization and reconciliation processes to unify data into a single profile.

Reference: Salesforce Data Integration and Unification Guide

Practical Application:

Example: A retail company integrates customer data from online purchases, in-store transactions, and customer service interactions to create a unified customer profile.

This unified data enables personalized marketing campaigns and improved customer service.

Reference: Salesforce Unified Customer Profile Case Studies

NEW QUESTION # 77

A consultant is setting up a data stream with transactional data, Which field type should the consultant choose to ensure that leading zeros in the purchase order number are preserved?

- A. Number
- B. Decimal
- C. Text
- D. Serial

Answer: C

Explanation:

The field type Text should be chosen to ensure that leading zeros in the purchase order number are preserved. This is because text fields store alphanumeric characters as strings, and do not remove any leading or trailing characters. On the other hand, number, decimal, and serial fields store numeric values as numbers, and automatically remove any leading zeros when displaying or exporting the data 123. Therefore, text fields are more suitable for storing data that needs to retain its original format, such as purchase order numbers, zip codes, phone numbers, etc. References:

Zeros at the start of a field appear to be omitted in Data Exports

Keep First '0' When Importing a CSV File

Import and export address fields that begin with a zero or contain a plus symbol

NEW QUESTION # 78

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

Choose 2 answers

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

Answer: C,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.

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

NEW QUESTION # 79

A consultant is setting up Data Cloud for a multi-brand organization and is using data spaces to segregate its data for various brands. While starting the mapping of a data stream, the consultant notices that they cannot map the object for one of the brands. What should the consultant do to make the object available for a new data space?

- A. Copy data from the default data space to a new DMO using the Data Copy feature and link this DMO to the new data space.
- **B. Navigate to the Data Space tab and select the object to be included in the new data space.**
- C. Create a batch transform to split data between different data spaces.
- D. Create a new data stream and map the second data stream to the data space.

Answer: B

Explanation:

When setting up Data Cloud for a multi-brand organization, if a consultant cannot map an object for one of the brands during data stream setup, they should navigate to the Data Space tab and select the object to include it in the new data space. Here's why:

Understanding the Issue

The consultant is using data spaces to segregate data for different brands.

While mapping a data stream, they notice that an object is unavailable for one of the brands.

This indicates that the object has not been associated with the new data space.

Why Navigate to the Data Space Tab?

Data Spaces and Object Availability :

Objects must be explicitly added to a data space before they can be used in mappings or transformations within that space.

If an object is missing, it means it has not been included in the data space configuration.

Solution Approach :

By navigating to the Data Space tab , the consultant can add the required object to the new data space.

This ensures the object becomes available for mapping and use in the data stream.

Steps to Resolve the Issue

Step 1: Navigate to the Data Space Tab

Go to Data Cloud > Data Spaces and locate the new data space for the brand.

Step 2: Add the Missing Object

Select the data space and click on Edit .

Add the required object (e.g., a Data Model Object or Data Lake Object) to the data space.

Step 3: Save and Verify

Save the changes and return to the data stream setup.

Verify that the object is now available for mapping.

Step 4: Complete the Mapping

Proceed with mapping the object in the data stream.

Why Not Other Options?

A). Create a new data stream and map the second data stream to the data space :Creating a new data stream is unnecessary if the issue is simply object availability in the data space.

B). Copy data from the default data space to a new DMO using the Data Copy feature and link this DMO to the new data space :This is overly complex and not required if the object can simply be added to the data space.

C). Create a batch transform to split data between different data spaces :Batch transforms are used for data processing, not for resolving object availability issues.

Conclusion

The correct solution is to navigate to the Data Space tab and select the object to include it in the new data space . This ensures the object is available for mapping and resolves the issue efficiently.

NEW QUESTION # 80

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