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Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• Data Management: 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.
Topic 3	• 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	• 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.

Salesforce Certified Tableau Consultant Sample Questions (Q92-Q97):

NEW QUESTION # 92
A client wants to produce a visualization to show quarterly profit growth and aggregated sales totals across a number of product categories from the data provided below.
Which set of charts should the consultant use to meet the client's requirements?

- A. Waterfall chart and tree map
- B. Line and bubble charts
- C. Scatter plot and pie chart
- D. Gantt and bar charts

Answer: A

Explanation:
To effectively display quarterly profit growth and aggregated sales totals across different product categories, a combination of a Waterfall chart and a Tree Map is recommended:
* Waterfall Chart: This chart type is excellent for visualizing the sequential growth or decline of profits across different quarters for each sub-category. It clearly shows how profits accumulate over time, highlighting both positive and negative changes, which makes it ideal for tracking profit growth or decline through the quarters.
* Tree Map: A Tree Map can efficiently display aggregated sales totals where each block size represents the total sales of a product category, providing a quick, visually impactful comparison across categories. This is especially useful when the client wants to understand which categories contribute most to sales in a glanceable format.
Together, these charts provide a comprehensive overview of both profit trends over time (Waterfall Chart) and a comparative snapshot of sales performance across categories (Tree Map), meeting the client's need to analyze performance dynamics in a detailed yet consolidated manner.
References
These recommendations are based on common best practices for data visualization in Tableau, where specific chart types are chosen for their strengths in communicating certain types of data relationships and dynamics, as detailed in Tableau's official visualization guides.

NEW QUESTION # 93

A consultant creates a histogram that presents the distribution of profits across a client's customers. The labels on the bars show percent shares. The consultant used a quick table calculation to create the labels.

Now, the client wants to limit the view to the bins that have at least a 15% share. The consultant creates a profit filter but it changes the percent labels.

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

- A. Filter with a table calculation WINDOW_AVG(MIN([Profit]), first(), last())
- B. Use a calculation with TOTAL() function instead of a quick table calculation.
- C. Add the [Profit] filter to the context.
- D. Filter with the table calculation used to create labels.

Answer: C

Explanation:
When a filter is applied directly to the view, it can affect the calculation of percentages in a histogram because it changes the underlying data that the quick table calculation is based on. To avoid this, adding the [Profit] filter to the context will maintain the original calculation of percent shares while filtering out bins with less than a 15% share. This is because context filters are applied before any other calculations, so the percent shares calculated will be based on the context-filtered data, thus preserving the integrity of the original percent labels.

References: The solution is based on the principles of context filters and their order of operations in Tableau, which are documented in Tableau's official resources and community discussions123.

When a histogram is created showing the distribution of profits with labels indicating percent shares using a quick table calculation, and a need arises to limit the view to bins with at least a 15% share, applying a standard profit filter directly may undesirably alter how the percent labels calculate because they depend on the overall distribution of data. Placing the [Profit] filter into the context makes it a "context filter," which effectively changes how data is filtered in calculations:

Create a Context Filter: Right-click on the profit filter and select "Add to Context". This action changes the order of operations in filtering, meaning the context filter is applied first.

Adjust the Percent Calculation: With the profit filter set in the context, it first reduces the data set to only those profits that meet the filter criteria. Subsequently, any table calculations (like the percent share labels) are computed based on this reduced data set.

View Update: The view now updates to display only those bins where the profits are at least 15%, and the percent share labels recalculated to reflect the distribution of only the filtered (contextual) data.

References:
Context Filters in Tableau: Context filters are used to filter the data passed down to other filters, calculations, the marks card, and the view. By setting the profit filter as a context filter, it ensures that calculations such as the percentage shares are based only on the filtered subset of the data.

NEW QUESTION # 94
An online sales company has a table data source that contains Order Date. Products ship on the first day of each month for all orders from the previous month.

The consultant needs to know the average number of days that a customer must wait before a product is shipped.

Which calculation should the consultant use?

- A. Calc1: DATETRUNC ('month', DATEADD('month', 1, [Order Date]))
  Calc2: AVG(DATEDIFF ('week', [Order Date], [Calc1]))
- B. Calc1: DATETRUNC ('day', DATEADD ('day', 31, [Order Date]))
  Calc2: AVG ([Order Date] - [Calc1])
- C. Calc1: DATETRUNC ('month', DATEADD ('month', 1, [Order Date]))
  Calc2: AVG(DATEDIFF ('day', [Order Date], [Calc1]))
- D. Calc1: DATETRUNC ('day', DATEADD('week', 4, [Order Date]))
  Calc2: AVG([Order Date] - [Calc1])

Answer: C

Explanation:
The correct calculation to determine the average number of days a customer must wait before a product is shipped is to first find the shipping date, which is the first day of the following month after the order date. This is done using DATETRUNC('month', DATEADD('month', 1, [Order Date])). Then, the average difference in days between the order date and the shipping date is calculated using AVG(DATEDIFF('day', [Order Date], [Calc1])). This approach ensures that the average wait time is calculated in days, which is the most precise measure for this scenario.

References: The solution is based on Tableau's date functions and their use in calculating differences between dates, which are well-

documented in Tableau's official learning resources and consultant documents12.

To calculate the average waiting days from order placement to shipping, where shipping occurs on the first day of the following month:

Calculate Shipping Date (Calc1): Use the DATEADD function to add one month to the order date, then apply DATETRUNC to truncate this date to the first day of that month. This represents the shipping date for each order.

Calculate Average Wait Time (Calc2): Use DATEDIFF to calculate the difference in days between the original order date and the calculated shipping date (Calc1). Then, use AVG to average these differences across all orders, giving the average number of days customers wait before their products are shipped.

References:

Date Functions in Tableau: Functions like DATEADD, DATETRUNC, and DATEDIFF are used to manipulate and calculate differences between dates, crucial for creating metrics that depend on time intervals, such as customer wait times in this scenario.

NEW QUESTION # 95

A Tableau consultant is asked to evaluate a workbook that is slow to respond and make a recommendation on possible performance improvements. The workbook connects to three extract data sources from an SQL database. The sheets are used in five dashboards. The consultant runs a performance recording on the workbook and notices that the largest amount of time is spent on rendering the visualizations.

What is the most effective approach to reduce the workbook's rendering time?

- A. Update worksheets to reduce the number of records displayed.
- B. Change the connections to live.
- C. Filter the unused data before bringing it into the workbook.
- D. Change the dashboards' size to Automatic.

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

According to Tableau's Performance Optimization guidance, rendering time becomes the largest bottleneck when excessive marks, dense data, or overly complex visualizations appear on worksheets. Rendering is the last stage in the Tableau Order of Operations and is directly affected by how many marks must be drawn and how visually complex each view is.

Tableau's performance recommendations explain:

* When a performance recording shows that Rendering is the slowest step, the most effective improvement is to reduce the number of marks (records) in the view.

* Rendering time is determined by the number of marks, shapes, headers, labels, and visual elements Tableau must draw.

* Reducing the amount of data displayed on each worksheet is the most impactful change when rendering is the dominant delay.

Option B directly aligns with this: updating worksheets to reduce the number of records displayed lowers the number of marks, reduces visual density, and improves rendering speed.

Option A is not effective because changing dashboard size does not reduce the number of marks.

Option C would degrade performance because live connections are typically slower than extracts.

Option D improves data preparation and may reduce extract load times, but it does not directly address rendering unless the unused data was contributing to marks in the view. The question indicates the bottleneck is specifically rendering, so reducing marks is the most appropriate action.

Therefore, the most effective solution to reduce rendering time is to reduce the number of records (marks) displayed on worksheets.

* Tableau Performance Recording guidance describing rendering as the slowest stage when too many marks are present.

* Tableau Performance Checklist recommending reducing the number of marks in views to improve rendering.

* Tableau Desktop help sections on best practices for improving visualization performance when rendering dominates.

NEW QUESTION # 96

A client has a data source that stores a time stamp for each time a user interacts with a product feature. They visualize 3 years of data at the daily level. As adoption has grown over the last 6 months, the dashboard performance has steadily decreased, despite connecting via a data extract that is set to refresh every hour.

A Tableau consultant needs to improve performance of the dashboard with the least impact to the visualization.

Which option meets these requirements without additional cost?

- A. Decrease the extract refresh to once a day.
- B. Add extract filters to limit the number of product features visualized.
- C. Invest in an extract, transform, load (ETL) tool to aggregate the data to a daily level.

- D. Leverage Tableau Prep to aggregate the data to the daily product level.

Answer: D

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
The dataset contains timestamps for each individual user interaction. Growth in user adoption over 6 months means the number of rows has expanded significantly. Tableau's performance documentation states that large row-level datasets can cause performance degradation even when using extracts, especially when:
* The visualization is aggregated to a higher level (such as daily), and
* The underlying extract still contains much more granular data than needed.
Tableau recommends pre-aggregating data before it reaches Tableau Desktop, which reduces extract size, memory use, and query time. This improves performance without changing what the visualization displays.
Option D uses Tableau Prep, which is included with Tableau Creator licensing and therefore incurs no additional cost. Tableau Prep can aggregate raw timestamp data into daily totals per product feature, which matches the visualization's actual granularity. This results in:
* A dramatically smaller extract
* Faster queries
* No change to how the dashboard looks or functions
Option A would remove product features from the visualization, altering the dashboard content and reducing insight, which does not meet the requirement of minimal impact.
Option B requires purchasing an external ETL tool, which violates the requirement of no additional cost.
Option C reduces the number of extract refreshes but does not improve dashboard performance; the data would remain equally granular and equally slow.
Therefore, Tableau Prep aggregation is the correct solution that improves performance while maintaining the same visualization and incurring no additional cost.
* Tableau performance guidelines recommending pre-aggregation of highly granular datasets.
* Tableau Prep documentation stating it can be used to aggregate data before creation of extracts.
* Tableau's extract optimization guidance describing how reducing row counts improves query and visualization performance.

NEW QUESTION # 97
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