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## Salesforce Data-Con-101 Prüfungsplan:

Thema	Einzelheiten
Thema 1	<ul style="list-style-type: none"><li>• Data Cloud Overview: This domain covers the foundational understanding of Data Cloud including its core purpose, terminology, business value, and technical architecture. It also addresses typical use cases and the essential principles of ethical data handling when working with customer data.</li></ul>
Thema 2	<ul style="list-style-type: none"><li>• Act on Data: This domain focuses on leveraging Data Cloud data for downstream actions through activations and data actions. It covers working with attributes, managing timing dependencies, troubleshooting activation issues like errors and rejected counts, and understanding requirements for triggering automated processes.</li></ul>
Thema 3	<ul style="list-style-type: none"><li>• Segmentation and Insights: This domain centers on creating audience segments and deriving analytical insights from Data Cloud. It includes configuring and maintaining segments, analyzing membership scenarios, and distinguishing between calculated insights and real-time streaming insights.</li></ul>

## Data-Con-101 examkiller gültige Ausbildung Dumps & Data-Con-101 Prüfung Überprüfung Torrents

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### Salesforce Certified Data Cloud Consultant Data-Con-101 Prüfungsfragen mit Lösungen (Q124-Q129):

#### 124. Frage

Which permission setting should a consultant check if the custom Salesforce CRM object is not available in New Data Stream configuration?

- A. Confirm the View All object permission is enabled in the source Salesforce CRM org.
- B. Confirm that the Modify Object permission is enabled in the Data Cloud org.
- C. Confirm the Ingest Object permission is enabled in the Salesforce CRM org.
- D. Confirm the Create object permission is enabled in the Data Cloud org.

**Antwort: A**

Begründung:

To create a new data stream from a custom Salesforce CRM object, the consultant needs to confirm that the View All object permission is enabled in the source Salesforce CRM org. This permission allows the user to view all records associated with the object, regardless of sharing settings<sup>1</sup>. Without this permission, the custom object will not be available in the New Data Stream configuration<sup>2</sup>. References:

Manage Access with Data Cloud Permission Sets  
Object Permissions

#### 125. Frage

A segment fails to refresh with the error "Segment references too many data lake objects (DLOS)".

Which two troubleshooting tips should help remedy this issue?

Choose 2 answers

- A. Refine segmentation criteria to limit up to five custom data model objects (DMOs).
- B. Space out the segment schedules to reduce DLO load.
- C. Split the segment into smaller segments.
- D. Use calculated insights in order to reduce the complexity of the segmentation query.

**Antwort: C,D**

Begründung:

The error "Segment references too many data lake objects (DLOs)" occurs when a segment query exceeds the limit of 50 DLOs that can be referenced in a single query. This can happen when the segment has too many filters, nested segments, or exclusion criteria that involve different DLOs. To remedy this issue, the consultant can try the following troubleshooting tips:

Split the segment into smaller segments. The consultant can divide the segment into multiple segments that have fewer filters, nested segments, or exclusion criteria. This can reduce the number of DLOs that are referenced in each segment query and avoid the error. The consultant can then use the smaller segments as nested segments in a larger segment, or activate them separately.

Use calculated insights in order to reduce the complexity of the segmentation query. The consultant can create calculated insights that are derived from existing data using formulas. Calculated insights can simplify the segmentation query by replacing multiple filters or nested segments with a single attribute. For example, instead of using multiple filters to segment individuals based on their purchase history, the consultant can create a calculated insight that calculates the lifetime value of each individual and use that as a filter.

The other options are not troubleshooting tips that can help remedy this issue. Refining segmentation criteria to limit up to five custom data model objects (DMOs) is not a valid option, as the limit of 50 DLOs applies to both standard and custom DMOs. Spacing out the segment schedules to reduce DLO load is not a valid option, as the error is not related to the DLO load, but to the segment

query complexity.  
Troubleshoot Segment Errors  
Create a Calculated Insight  
Create a Segment in Data Cloud

### 126. Frage

A financial services firm specializing in wealth management contacts a Data Cloud consultant with an identity resolution request. The company wants to enhance its strategy to better manage individual client profiles within family portfolios. Family members often share addresses and sometimes phone numbers but have distinct investment preferences and financial goals. The firm aims to avoid blending individual family profiles into a single entity to maintain personalized service and accurate financial advice.

Which identity resolution strategy should the consultant put in place?

- A. Use multiple contact points without individual attributes in the match rules.
- **B. Use a more restrictive design approach to ensure the match rules perform as desired.**
- C. Configure a single match rule based on a custom identifier.
- D. Configure a single match rule with a single connected contact point based on address.

### Antwort: B

Begründung:

To manage individual client profiles within family portfolios while avoiding blending profiles, the consultant should recommend a more restrictive design approach for identity resolution. Here's why:

Understanding the Requirement

The financial services firm wants to maintain distinct profiles for individual family members despite shared contact points (e.g., address, phone number).

The goal is to avoid blending profiles to ensure personalized service and accurate financial advice.

Why a Restrictive Design Approach?

Avoiding Over-Matching :

A restrictive design approach ensures that match rules are narrowly defined to prevent over-matching (e.g., merging profiles based solely on shared addresses or phone numbers).

This preserves the uniqueness of individual profiles while still allowing for some shared attributes.

Custom Match Rules :

The consultant can configure custom match rules that prioritize unique identifiers (e.g., email, social security number) over shared contact points.

This ensures that family members with shared addresses or phone numbers remain distinct.

Other Options Are Less Suitable :

- A). Configure a single match rule with a single connected contact point based on address : This would likely result in over-matching and blending profiles, which is undesirable.
- B). Use multiple contact points without individual attributes in the match rules : This approach lacks the precision needed to maintain distinct profiles.
- D). Configure a single match rule based on a custom identifier : While custom identifiers are useful, relying on a single rule may not account for all scenarios and could lead to over-matching.

Steps to Implement the Solution

Step 1: Analyze Shared Attributes

Identify shared attributes (e.g., address, phone number) and unique attributes (e.g., email, social security number).

Step 2: Define Restrictive Match Rules

Configure match rules that prioritize unique attributes and minimize reliance on shared contact points.

Step 3: Test Identity Resolution

Test the match rules to ensure that individual profiles are preserved while still allowing for some shared attributes.

Step 4: Monitor and Refine

Continuously monitor the results and refine the match rules as needed to achieve the desired outcome.

Conclusion

A more restrictive design approach ensures that match rules perform as desired, preserving the uniqueness of individual profiles while accommodating shared attributes within family portfolios.

### 127. Frage

Which tool allows users to visualize and analyze unified customer data in Data Cloud?

- **A. Tableau**
- B. Heroku
- C. Einstein Analytics
- D. Salesforce CLI

**Antwort: A**

Begründung:

Salesforce Data Cloud Overview: Salesforce Data Cloud enables organizations to unify and manage customer data from multiple sources, providing a comprehensive view of customer interactions and behaviors.

Visualization and Analysis: For visualizing and analyzing this unified data, Salesforce provides multiple tools, each serving different purposes. Tableau is particularly noted for its advanced analytics and visualization capabilities.

Tableau Integration: Tableau is integrated with Salesforce, allowing users to create detailed and interactive visualizations. It can connect directly to Salesforce Data Cloud, pulling in unified data for comprehensive analysis.

Capabilities: Tableau supports a wide range of data sources and formats, offering drag-and-drop features to create complex charts and dashboards. This makes it an ideal tool for analyzing the rich datasets managed within Salesforce Data Cloud.

References:

Salesforce Help: Tableau Integration

Salesforce Data Cloud Overview

### 128. Frage

Northern Trail Outfitters uploads new customer data to an Amazon S3 Bucket on a daily basis to be ingested in Data Cloud. Based on this, a calculated insight is created that shows the total spend per customer in the last 30 days.

In which sequence should each process be run to ensure that freshly imported data is ready and available to use for any segment?

- **A. Refresh Data Stream > Identity Resolution > Calculated Insight**
- B. Refresh Data Stream > Calculated Insight > Identity Resolution
- C. Identity Resolution > Refresh Data Stream > Calculated Insight
- D. Calculated Insight > Refresh Data Stream > Identity Resolution

**Antwort: A**

Begründung:

To ensure that freshly imported data is ready and available for use in any segment, the processes should be run in the following sequence: Refresh Data Stream > Identity Resolution > Calculated Insight . Here's why:

Understanding the Requirement

Northern Trail Outfitters uploads new customer data daily to an Amazon S3 bucket, which is ingested into Data Cloud.

A calculated insight is created to show the total spend per customer in the last 30 days.

The goal is to ensure that the data is properly refreshed, resolved, and processed before being used in segments.

Why This Sequence?

Step 1: Refresh Data Stream

Before any processing can occur, the data stream must be refreshed to ingest the latest data from the Amazon S3 bucket.

This ensures that the most up-to-date customer data is available in Data Cloud.

Step 2: Identity Resolution

After refreshing the data stream, identity resolution must be performed to merge related records into unified profiles.

This step ensures that customer data is consolidated and ready for analysis.

Step 3: Calculated Insight

Once identity resolution is complete, the calculated insight can be generated to calculate the total spend per customer in the last 30 days.

This ensures that the insight is based on the latest and most accurate data.

Other Options Are Incorrect :

B). Refresh Data Stream > Calculated Insight > Identity Resolution : Calculated insights cannot be generated before identity resolution because they rely on unified profiles.

C). Calculated Insight > Refresh Data Stream > Identity Resolution : Calculated insights require both fresh data and resolved identities, so this sequence is invalid.

D). Identity Resolution > Refresh Data Stream > Calculated Insight : Identity resolution cannot occur without first refreshing the data stream to bring in the latest data.

Conclusion

The correct sequence is Refresh Data Stream > Identity Resolution > Calculated Insight , ensuring that the data is properly

refreshed, resolved, and processed before being used in segments.

## 129. Frage

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