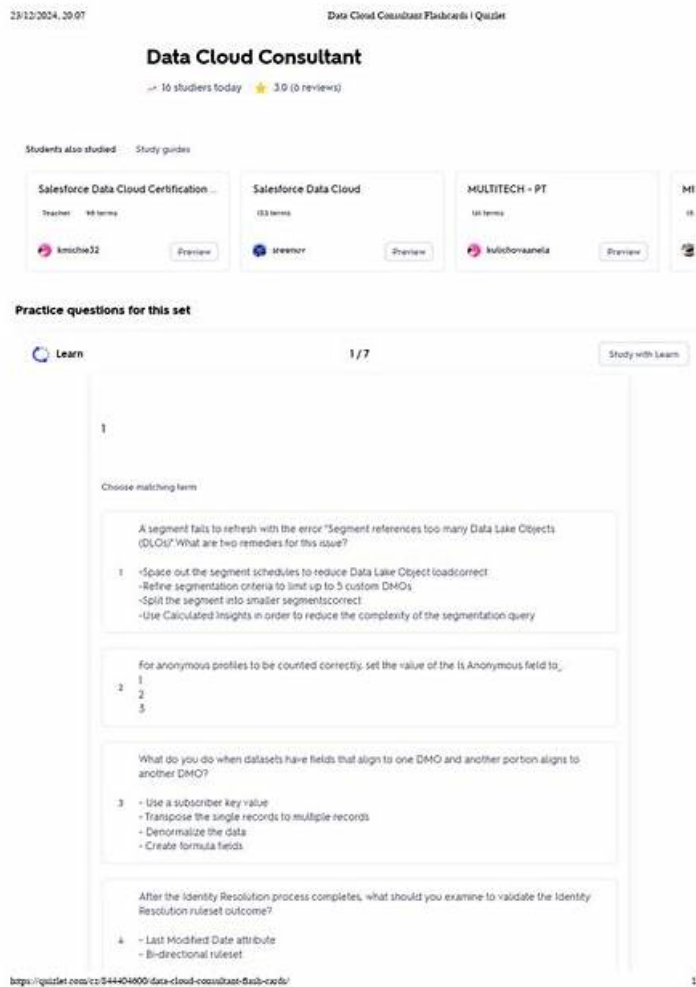


Data-Cloud-Consultant PDF - Data-Cloud-Consultant Prüfungen



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Salesforce Data-Cloud-Consultant Prüfungsplan:

Thema	Einzelheiten
Thema 1	<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.
Thema 2	<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.

Thema 3	<ul style="list-style-type: none"> • Act on Data: This topic defines activations and their basic use cases, using attributes and related attributes, identifying and analyzing timing dependencies affecting the Data Cloud lifecycle. Additionally it focuses on troubleshooting common problems with activations, and using data actions, including their requirements and intended use cases.
Thema 4	<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.
Thema 5	<ul style="list-style-type: none"> • Data Ingestion and Modeling: This topic covers the different transformation capabilities within Data Cloud. It includes describing processes and considerations for data ingestion from various sources, defining, mapping, and modeling data using best practices aligned with identity resolution. Lastly, it discusses using available tools to inspect and validate ingested and modeled data.

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Salesforce Certified Data 360 Consultant (Data-Con-101) Data-Cloud-Consultant Prüfungsfragen mit Lösungen (Q76-Q81):

76. Frage

Cloud Kicks plans to do a full deletion of one of its existing data streams and its underlying data lake object (DLO). What should the consultant consider before deleting the data stream?

- A. The underlying DLO cannot be mapped to a data model object.
- B. The data stream can be deleted without implicitly deleting the underlying DLO.
- C. The data stream must be associated with a data kit.
- **D. The underlying DLO can be used in a data transform.**

Antwort: D

Begründung:

* **Data Streams and DLOs:** In Salesforce Data Cloud, data streams are used to ingest data, which is then stored in Data Lake Objects (DLOs).

* **Deletion Considerations:** Before deleting a data stream, it's crucial to consider the dependencies and usage of the underlying DLO.

* **Data Transform Usage:**

Impact of Deletion: If the underlying DLO is used in a data transform, deleting the data stream will affect any transforms relying on that DLO.

Dependency Check: Ensure that the DLO is not part of any active data transformations or processes that could be disrupted by its deletion.

* **Reference:**

Salesforce Data Cloud Documentation: Data Streams

Salesforce Data Cloud Documentation: Data Transforms

77. Frage

Which solution provides an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis?

- A. Email Studio Starter Data Bundle
- B. Automation Studio and Profile file API

- C. Marketing Cloud Connect API
- **D. Marketing Cloud Data extension Data Stream**

Antwort: D

Begründung:

The solution that provides an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis is the Marketing Cloud Data extension Data Stream. The Marketing Cloud Data extension Data Stream is a feature that allows customers to stream data from Marketing Cloud data extensions to Data Cloud data spaces. Customers can select which data extensions they want to stream, and Data Cloud will automatically create and update the corresponding data model objects (DMOs) in the data space.

Customers can also map the data extension fields to the DMO attributes using a user interface or an API. The Marketing Cloud Data extension Data Stream can help customers ingest subscriber profile attributes and other data from Marketing Cloud into Data Cloud without writing any code or setting up any complex integrations.

The other options are not solutions that provide an easy way to ingest Marketing Cloud subscriber profile attributes into Data Cloud on a daily basis. Automation Studio and Profile file API are tools that can be used to export data from Marketing Cloud to external systems, but they require customers to write scripts, configure file transfers, and schedule automations. Marketing Cloud Connect API is an API that can be used to access data from Marketing Cloud in other Salesforce solutions, such as Sales Cloud or Service Cloud, but it does not support streaming data to Data Cloud. Email Studio Starter Data Bundle is a data kit that contains sample data and segments for Email Studio, but it does not contain subscriber profile attributes or stream data to Data Cloud.

References:

- * Marketing Cloud Data Extension Data Stream
- * Data Cloud Data Ingestion
- * [Marketing Cloud Data Extension Data Stream API]
- * [Marketing Cloud Connect API]
- * [Email Studio Starter Data Bundle]

78. Frage

A customer notices that their consolidation rate is low across their account unification. They have mapped Account to the Individual and Contact Point Email DMOs.

What should they do to increase their consolidation rate?

- A. Disable the individual identity ruleset.
- B. Update their account address details in the data source
- **C. Increase the number of matching rules.**
- D. Change reconciliation rules to Most Occurring.

Antwort: C

Begründung:

Consolidation Rate: The consolidation rate in Salesforce Data Cloud refers to the effectiveness of unifying records into a single profile. A low consolidation rate indicates that many records are not being successfully unified.

Matching Rules: Matching rules are critical in the identity resolution process. They define the criteria for identifying and merging duplicate records.

Solution:

* **Increase Matching Rules:** Adding more matching rules improves the system's ability to identify duplicate records. This includes matching on additional fields or using more sophisticated matching algorithms.

* **Steps:**

* Access the Identity Resolution settings in Data Cloud.

* Review the current matching rules.

* Add new rules that consider more fields such as phone number, address, or other unique identifiers.

Benefits:

* **Improved Unification:** Higher accuracy in matching and merging records, leading to a higher consolidation rate.

* **Comprehensive Profiles:** Enhanced customer profiles with consolidated data from multiple sources.

References:

- * Salesforce Data Cloud Identity Resolution
- * Salesforce Help: Matching Rules

79. Frage

A consultant wants to confirm the Identity resolution they Just set up. Which two features can the consultant use to validate the data on a unified profile?

Choose 2 answers

- A. Data Actions
- **B. Data Explorer**
- **C. Query API**
- D. Identity Resolution

Antwort: B,C

Begründung:

To validate the data on a unified profile after setting up identity resolution, the consultant can use Data Explorer and the Query API .

Here's why:

Understanding Identity Resolution Validation

Identity resolution combines data from multiple sources into a unified profile.

Validating the unified profile ensures that the resolution process is working correctly and that the data is accurate.

Why Data Explorer and Query API?

Data Explorer :

Data Explorer is a built-in tool in Salesforce Data Cloud that allows users to view and analyze unified profiles.

It provides a detailed view of individual profiles, including resolved identities and associated attributes.

Query API :

The Query API enables programmatic access to unified profiles and related data.

Consultants can use the API to query specific profiles and validate the results of identity resolution programmatically.

Other Options Are Less Suitable :

A . Identity Resolution : This refers to the process itself, not a tool for validation.

B . Data Actions : Data actions are used to trigger workflows or integrations, not for validating unified profiles.

Steps to Validate Unified Profiles

Using Data Explorer :

Navigate to Data Cloud > Data Explorer .

Search for a specific profile and review its resolved identities and attributes.

Verify that the data aligns with expectations based on the identity resolution rules.

Using Query API :

Use the Query API to retrieve unified profiles programmatically.

Compare the results with expected outcomes to confirm accuracy.

Conclusion

The consultant should use Data Explorer and the Query API to validate the data on unified profiles, ensuring that identity resolution is functioning as intended.

80. Frage

A customer has multiple data sources and needs to match and reconcile data about individuals into a single unified profile. Which feature should the Data 360 Consultant recommend for the customer?

- A. Data Consolidation
- B. Harmonization
- **C. Identity Resolution**
- D. Data Cleansing

Antwort: C

Begründung:

The identity logic is about linking source profiles safely, then choosing the best surviving values for the unified profile. Identity Resolution is appropriate because identity resolution needs reliable match inputs, qualified identifiers, and controlled reconciliation. It is not just deduplication; it is a rules-driven process that connects source records into a trusted unified profile. The distractors fall short because they either move the problem into the wrong system, add needless duplication, ignore Data 360 object relationships, or rely on a feature built for a different lifecycle stage. In a real implementation, those choices usually create brittle pipelines, stale data, security exposure, or segments that look correct on paper but fail when activated.

Thinking like an architect, the selected option places the logic where Data 360 can govern it and reuse it reliably. This is the nuance exam questions often test: the platform capability must match both the technical layer and the business timing requirement, not just sound related to data.

81. Frage

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