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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 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.
Topic 2	<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.
Topic 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.

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Flashcards

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Salesforce Certified Data Cloud Consultant Sample Questions (Q38-Q43):

NEW QUESTION # 38

Northern Trail Outfitters asks its consultant to extract the runner profiles and activity logs from its Track My Run mobile app and load them into Data Cloud. The marketing department also indicates that they need the last 90 days of historical data and want all new and updated data as it becomes available on a go-forward basis.

As best practice, which sequence of actions should the consultant use to implement this request?

- **A. Use bulk ingestion to first load the last 90 days of data, and then use streaming ingestion to synchronize future data as it becomes available.**
- B. Use streaming ingestion to first load the last 90 days of data, and also subsequently use streaming ingestion to synchronize future data as it becomes available.
- C. Use streaming ingestion to first load the last 90 days of data, and then use bulk ingestion to synchronize future data as it becomes available.
- D. Use bulk ingestion to first load the last 90 days of data, and also subsequently use bulk ingestion to synchronize the future data as it becomes available.

Answer: A

Explanation:

Initial Data Load: For loading large volumes of historical data, such as the last 90 days of runner profiles and activity logs, bulk ingestion is the most efficient method. It allows for high-throughput data transfer.

* **Bulk Ingestion:** Use Salesforce Data Cloud's bulk ingestion tools to load the historical data quickly and efficiently.

Ongoing Data Synchronization: To keep the Data Cloud updated with new and modified records as they become available in the Track My Run mobile app, streaming ingestion is appropriate. It ensures near-real-time data updates.

* **Streaming Ingestion:** Configure streaming ingestion to continuously update the Data Cloud with new and updated data from the mobile app.

Sequence of Actions:

* **Step 1:** Perform bulk ingestion to import the last 90 days of historical data into Data Cloud.

* **Step 2:** Set up streaming ingestion to handle ongoing updates and new data as it becomes available.

Best Practice: This approach ensures that the initial large data load is handled efficiently, and ongoing updates are processed in near real-time, providing the marketing department with the most up-to-date data.

References:

* Salesforce Data Cloud Ingestion Methods

* Salesforce Bulk Data Ingestion

* Salesforce Streaming Data Ingestion

NEW QUESTION # 39

A customer has a calculated insight about lifetime value.

What does the consultant need to be aware of if the calculated insight needs to be modified?

- A. Existing measures can be removed.
- **B. Existing dimensions can be removed.**
- C. New measures can be added.
- D. New dimensions can be added.

Answer: B

Explanation:

Explanation

A calculated insight is a multidimensional metric that is defined and calculated from data using SQL expressions. A calculated insight can include dimensions and measures. Dimensions are the fields that are used to group or filter the data, such as customer ID,

product category, or region. Measures are the fields that are used to perform calculations or aggregations, such as revenue, quantity, or average order value. A calculated insight can be modified by editing the SQL expression or changing the data space. However, the consultant needs to be aware of the following limitations and considerations when modifying a calculated insight¹²:

- * Existing dimensions cannot be removed. If a dimension is removed from the SQL expression, the calculated insight will fail to run and display an error message. This is because the dimension is used to create the primary key for the calculated insight object, and removing it will cause a conflict with the existing data. Therefore, the correct answer is B.
- * New dimensions can be added. If a dimension is added to the SQL expression, the calculated insight will run and create a new field for the dimension in the calculated insight object. However, the consultant should be careful not to add too many dimensions, as this can affect the performance and usability of the calculated insight.
- * Existing measures can be removed. If a measure is removed from the SQL expression, the calculated insight will run and delete the field for the measure from the calculated insight object. However, the consultant should be aware that removing a measure can affect the existing segments or activations that use the calculated insight.
- * New measures can be added. If a measure is added to the SQL expression, the calculated insight will run and create a new field for the measure in the calculated insight object. However, the consultant should be careful not to add too many measures, as this can affect the performance and usability of the calculated insight. References: Calculated Insights, Calculated Insights in a Data Space.

NEW QUESTION # 40

Northern Trail Outfitters uploads new customer data to an Amazon S3 Bucket on a daily basis to be ingested in Data Cloud. In what order should each process be run to ensure that freshly imported data is ready and available to use for any segment?

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

Answer: D

Explanation:

To ensure that freshly imported data from an Amazon S3 Bucket is ready and available to use for any segment, the following processes should be run in this order:

- * Refresh Data Stream: This process updates the data lake objects in Data Cloud with the latest data from the source system. It can be configured to run automatically or manually, depending on the data stream settings¹. Refreshing the data stream ensures that Data Cloud has the most recent and accurate data from the Amazon S3 Bucket.
- * Identity Resolution: This process creates unified individual profiles by matching and consolidating source profiles from different data streams based on the identity resolution ruleset. It runs daily by default, but can be triggered manually as well². Identity resolution ensures that Data Cloud has a single view of each customer across different data sources.
- * Calculated Insight: This process performs calculations on data lake objects or CRM data and returns a result as a new data object. It can be used to create metrics or measures for segmentation or analysis purposes³. Calculated insights ensure that Data Cloud has the derived data that can be used for personalization or activation.

References:

- * 1: Configure Data Stream Refresh and Frequency - Salesforce
- * 2: Identity Resolution Ruleset Processing Results - Salesforce
- * 3: Calculated Insights - Salesforce

NEW QUESTION # 41

What is Data Cloud's primary value to customers?

- A. To create personalized campaigns by listening, understanding, and acting on customer behavior
- **B. To provide a unified view of a customer and their related data**
- C. To connect all systems with a golden record
- D. To create a single source of truth for all anonymous data

Answer: B

Explanation:

Data Cloud is a platform that enables you to activate all your customer data across Salesforce applications and other systems. Data Cloud allows you to create a unified profile of each customer by ingesting, transforming, and linking data from various sources, such as CRM, marketing, commerce, service, and external data providers. Data Cloud also provides insights and analytics on customer behavior, preferences, and needs, as well as tools to segment, target, and personalize customer interactions. Data Cloud's primary

value to customers is to provide a unified view of a customer and their related data, which can help you deliver better customer experiences, increase loyalty, and drive growth. Reference: Salesforce Data Cloud, When Data Creates Competitive Advantage

NEW QUESTION # 42

Where is value suggestion for attributes in segmentation enabled when creating the DMO?

- A. Data Mapping
- **B. Segment Setup**
- C. Data Stream Setup
- D. Data Transformation

Answer: B

Explanation:

Value suggestion for attributes in segmentation is a feature that allows you to see and select the possible values for a text field when creating segment filters. You can enable or disable this feature for each data model object (DMO) field in the DMO record home. Value suggestion can be enabled for up to 500 attributes for your entire org. It can take up to 24 hours for suggested values to appear. To use value suggestion when creating segment filters, you need to drag the attribute onto the canvas and start typing in the Value field for an attribute. You can also select multiple values for some operators. Value suggestion is not available for attributes with more than 255 characters or for relationships that are one-to-many (1:N). Reference: Use Value Suggestions in Segmentation, Considerations for Selecting Related Attributes

NEW QUESTION # 43

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