

2026 Salesforce Data-Con-101 Pass-Sure Testking Exam Questions



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Selecting The Data-Con-101 Testking Exam Questions Means that You Have Passed Salesforce Certified Data Cloud Consultant

These latest Salesforce Certified Data Cloud Consultant (Data-Con-101) Questions were made by ActualTestsQuiz professionals after working day and night so that users can prepare for the Salesforce Data-Con-101 exam successfully. ActualTestsQuiz even guarantees you that you can pass the Salesforce Data-Con-101 Certification test on the first try with your untiring efforts.

Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> • Data Cloud Setup and Administration: This domain focuses on configuring and managing Data Cloud environments through permissions, data streams, data bundles, and data spaces. It also covers administrative tools and techniques for diagnosing and exploring data using reports, dashboards, flows, APIs, and explorer tools.
Topic 2	<ul style="list-style-type: none"> • Identity Resolution: This domain explores creating unified customer profiles through matching and reconciliation processes. It covers how rule sets determine when records link together, how conflicting data is resolved, and understanding the outcomes and use cases of unified identities.
Topic 3	<ul style="list-style-type: none"> • 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.
Topic 4	<ul style="list-style-type: none"> • 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.

Salesforce Certified Data Cloud Consultant Sample Questions (Q139-Q144):

NEW QUESTION # 139

The leadership team at Cumulus Financial has determined that customers who deposited more than \$250,000 in the last five years and are not using advisory services will be the central focus for all new campaigns in the next year.

Which features support this use case?

- **A. Calculated insight and segment**
- B. Calculated insight and data action
- C. Streaming insight and data action
- D. Streaming insight and segment

Answer: A

Explanation:

Understanding the Use Case:

The leadership team wants to focus on customers who have deposited more than \$250,000 in the last five years and are not using advisory services.

Reference: Salesforce Data Cloud Use Case Documentation

Features Involved:

Calculated Insight: This feature helps derive metrics and values based on existing data. In this case, it can calculate total deposits over the last five years.

Segment: Segmentation allows targeting specific groups of customers based on defined criteria, such as total deposits and usage of advisory services.

Reference: Salesforce Calculated Insights and Segmentation Guide

Steps to Implement:

Create a Calculated Insight:

Navigate to Visual Insights Builder in Salesforce Data Cloud.

Create a new calculated insight to sum deposits for each customer over the last five years.

Create a Segment:

Use the Segment Canvas to create a new segment.

Apply filters to include customers with deposits over \$250,000 and exclude those using advisory services.

Reference: Salesforce Calculated Insights Tutorial and Segment Creation Guide Practical Application:

Example: Identify high-value customers who are not leveraging additional services and target them with personalized marketing campaigns to promote advisory services.

Reference: Salesforce High-Value Customer Segmentation Case Study

NEW QUESTION # 140

A company stores customer data in Marketing Cloud and uses the Marketing Cloud Connector to ingest data into Data Cloud. Where does a request for data deletion or right to be forgotten get submitted?

- A. On the individual data profile in Data Cloud
- B. In Data Cloud settings
- C. through Consent API
- D. In Marketing Cloud settings

Answer: C

NEW QUESTION # 141

Which two common use cases can be addressed with Data Cloud?

Choose 2 answers

- A. Understand and act upon customer data to drive more relevant experiences.
- B. Govern enterprise data lifecycle through a centralized set of policies and processes.
- C. Safeguard critical business data by serving as a centralized system for backup and disaster recovery.
- D. Harmonize data from multiple sources with a standardized and extendable data model.

Answer: A,D

Explanation:

Data Cloud is a data platform that can help customers connect, prepare, harmonize, unify, query, analyze, and act on their data across various Salesforce and external sources. Some of the common use cases that can be addressed with Data Cloud are: Understand and act upon customer data to drive more relevant experiences. Data Cloud can help customers gain a 360-degree view of their customers by unifying data from different sources and resolving identities across channels. Data Cloud can also help customers segment their audiences, create personalized experiences, and activate data in any channel using insights and AI. Harmonize data from multiple sources with a standardized and extendable data model. Data Cloud can help customers transform and cleanse their data before using it, and map it to a common data model that can be extended and customized. Data Cloud can also help customers create calculated insights and related attributes to enrich their data and optimize identity resolution. The other two options are not common use cases for Data Cloud. Data Cloud does not provide data governance or backup and disaster recovery features, as these are typically handled by other Salesforce or external solutions.

Learn How Data Cloud Works

About Salesforce Data Cloud

Discover Use Cases for the Platform

Understand Common Data Analysis Use Cases

NEW QUESTION # 142

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: D

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 # 143

A consultant notices that the unified individual profile is not storing the latest email address.

Which action should the consultant take to troubleshoot this issue?

- A. Verify and update the email address in the source systems if needed.
- B. Remove any old email addresses from Salesforce CRM.
- C. Confirm that the reconciliation rules are correctly used.
- D. Check if the mapping of DLO objects is correct to Contact Point Email.

Answer: C

Explanation:

Understanding Unified Individual Profile:

The unified individual profile combines data from multiple sources to create a comprehensive view of each customer.

Reference: Salesforce Unified Profile Documentation

Issue with Latest Email Address:

If the latest email address is not being stored, the reconciliation rules, which determine how data from different sources is combined and updated, may be incorrectly configured.

Reference: Salesforce Data Reconciliation Overview

Reconciliation Rules:

These rules define which data source has priority and how conflicts are resolved when combining data.

Ensuring that these rules are correctly configured is essential for maintaining accurate and up-to-date profiles.

Reference: Salesforce Reconciliation Rules Guide

Steps to Troubleshoot:

Navigate to the reconciliation rules settings in Salesforce Data Cloud.

Review the current rules to ensure the correct handling of email addresses.

Verify that the rules prioritize the most recent data and handle duplicates appropriately.




Reference: Salesforce Reconciliation Rules Configuration Documentation

NEW QUESTION # 144

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