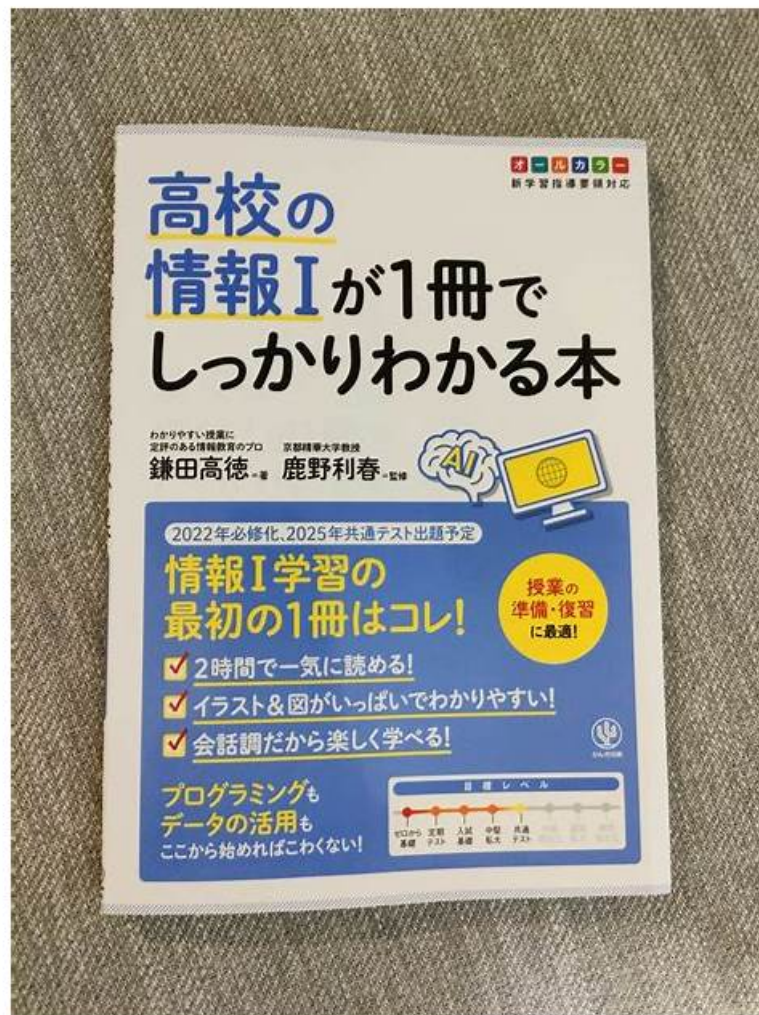


試験の準備方法-最高のData-Con-101テスト参考書試験-真実的なData-Con-101赤本勉強



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JPTeKingのSalesforceのData-Con-101試験トレーニング資料を手に入れたら、輝い職業生涯を手に入れるのに等しくて、成功の鍵を手に入れるのに等しいです。君がSalesforceのData-Con-101問題集を購入したら、私たちは一年間で無料更新サービスを提供することができます。もし学習教材は問題があれば、或いは試験に不合格になる場合は、全額返金することを保証いたします。

>> Data-Con-101テスト参考書 <<

Data-Con-101赤本勉強、Data-Con-101認定テキスト

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Salesforce Certified Data Cloud Consultant 認定 Data-Con-101 試験問題

(Q158-Q163):

質問 # 158

Which two requirements must be met for a calculated insight to appear in the segmentation canvas?

Choose 2 answers

- A. The metrics of the calculated insights must only contain numeric values.
- B. The primary key of the segmented table must be a metric in the calculated insight.
- **C. The primary key of the segmented table must be a dimension in the calculated insight.**
- **D. The calculated insight must contain a dimension including the Individual or Unified Individual Id.**

正解: C、D

解説:

A calculated insight is a custom metric or measure that is derived from one or more data model objects or data lake objects in Data Cloud. A calculated insight can be used in segmentation to filter or group the data based on the calculated value. However, not all calculated insights can appear in the segmentation canvas. There are two requirements that must be met for a calculated insight to appear in the segmentation canvas:

The calculated insight must contain a dimension including the Individual or Unified Individual Id. A dimension is a field that can be used to categorize or group the data, such as name, gender, or location. The Individual or Unified Individual Id is a unique identifier for each individual profile in Data Cloud. The calculated insight must include this dimension to link the calculated value to the individual profile and to enable segmentation based on the individual profile attributes.

The primary key of the segmented table must be a dimension in the calculated insight. The primary key is a field that uniquely identifies each record in a table. The segmented table is the table that contains the data that is being segmented, such as the Customer or the Order table. The calculated insight must include the primary key of the segmented table as a dimension to ensure that the calculated value is associated with the correct record in the segmented table and to avoid duplication or inconsistency in the segmentation results.

Create a Calculated Insight, Use Insights in Data Cloud, Segmentation

質問 # 159

A user wants to be able to create a multi-dimensional metric to identify unified individual lifetime value (LTV).

Which sequence of data model object (DMO) joins is necessary within the calculated Insight to enable this calculation?

- A. Sales Order > Individual > Unified Individual
- **B. Unified Individual > Unified Link Individual > Sales Order**
- C. Unified Individual > Individual > Sales Order
- D. Sales Order > Unified Individual

正解: B

解説:

To create a multi-dimensional metric to identify unified individual lifetime value (LTV), the sequence of data model object (DMO) joins that is necessary within the calculated Insight is Unified Individual > Unified Link Individual > Sales Order. This is because the Unified Individual DMO represents the unified profile of an individual or entity that is created by identity resolution¹. The Unified Link Individual DMO represents the link between a unified individual and an individual from a source system². The Sales Order DMO represents the sales order information from a source system³. By joining these three DMOs, you can calculate the LTV of a unified individual based on the sales order data from different source systems. The other options are incorrect because they do not join the correct DMOs to enable the LTV calculation. Option B is incorrect because the Individual DMO represents the source profile of an individual or entity from a source system, not the unified profile⁴. Option C is incorrect because the join order is reversed, and you need to start with the Unified Individual DMO to identify the unified profile. Option D is incorrect because it is missing the Unified Link Individual DMO, which is needed to link the unified profile with the source profile. References: Unified Individual Data Model Object, Unified Link Individual Data Model Object, Sales Order Data Model Object, Individual Data Model Object

質問 # 160

A company is seeking advice from a consultant on how to address the challenge of having multiple leads and contacts in Salesforce that share the same email address. The consultant wants to provide a detailed and comprehensive explanation on how Data Cloud can be leveraged to effectively solve this issue.

What should the consultant highlight to address this company's business challenge?

- A. Calculated Insights
- **B. Identity Resolution**
- C. Data Bundles
- D. Identity Resolution

正解: B

解説:

Issue Overview: When multiple leads and contacts share the same email address in Salesforce, it can lead to data duplication, inaccurate customer views, and inefficient marketing and sales efforts.

Data Cloud Identity Resolution: Salesforce Data Cloud offers Identity Resolution as a powerful tool to address this issue. It helps in merging and unifying data from multiple sources to create a single, comprehensive customer profile.

Process:

Data Ingestion: Import lead and contact data into Salesforce Data Cloud.

Identity Resolution Rules: Configure Identity Resolution rules to match and merge records based on key identifiers like email addresses.

Unification: The tool consolidates records that share the same email address, eliminating duplicates and ensuring a single view of each customer.

Continuous Updates: As new data comes in, Identity Resolution continuously updates and maintains the unified profiles.

Benefits:

Accurate Customer View: Reduces duplicate records and provides a complete view of each customer's interactions and history.

Improved Efficiency: Streamlines marketing and sales efforts by targeting a unified customer profile.

References:

Salesforce Data Cloud Identity Resolution

Salesforce Help: Identity Resolution Overview

質問 # 161

The marketing manager at Cloud Kicks plans to bring in corporate phone numbers for its accounts into Data Cloud. They plan to use a custom field with data set to Phone to store these phone numbers.

Which statement is true when ingesting phone numbers?

- A. Data Cloud validates the format of the phone number at the time of Ingestion.
- B. The phone number field should be used as a primary key.
- **C. Text value can be accepted for ingestion into = phone data type field.**
- D. The phone number field can only accept 10-digit values.

正解: C

解説:

When ingesting phone numbers into a custom field with the Phone data type in Salesforce Data Cloud, the correct statement is that text values can be accepted for ingestion into a phone data type field. Here's why:

Understanding the Requirement

The marketing manager at Cloud Kicks plans to ingest corporate phone numbers into Data Cloud using a custom field with the Phone data type.

It is important to understand how phone numbers are validated and stored during ingestion.

Why Text Values Can Be Accepted?

Phone Data Type Behavior :

The Phone data type in Salesforce accepts text values, as phone numbers are typically stored as strings (e.g., "+1-800-555-1234").

While the field is designed for phone numbers, it does not enforce strict formatting rules during ingestion.

Validation During Ingestion :

Salesforce does not validate the format of phone numbers at the time of ingestion.

Validation occurs only when the data is used in downstream systems or applications that enforce formatting rules.

Other Options Are Incorrect :

B). Data Cloud validates the format of the phone number at the time of ingestion : This is incorrect because Data Cloud does not validate phone number formats during ingestion.

C). The phone number field can only accept 10-digit values : This is incorrect because the Phone data type supports various formats, including international numbers.

D). The phone number field should be used as a primary key : This is incorrect because phone numbers are not unique identifiers and should not be used as primary keys.

Steps to Ingest Phone Numbers

Step 1: Create a Custom Field

Navigate to Object Manager > Account > Fields & Relationships and create a custom field with the Phone data type.

Step 2: Configure Data Ingestion

Ensure the source data includes phone numbers as text values.

Map the phone number field from the source to the custom field in Data Cloud.

Step 3: Validate Data Usage

Test the ingested data to ensure it meets downstream requirements (e.g., formatting for dialing).

Conclusion

Text values can be accepted for ingestion into a Phone data type field, as phone numbers are stored as strings and formatting validation occurs later in the process.

質問 # 162

What is the primary purpose of Data Cloud?

- A. Analyzing marketing data results
- B. Managing sales cycles and opportunities
- C. Integrating and unifying customer data
- D. Providing a golden record of a customer

正解: C

解説:

Primary Purpose of Data Cloud:

Salesforce Data Cloud's main function is to integrate and unify customer data from various sources, creating a single, comprehensive view of each customer.

Reference: Salesforce Data Cloud Overview

Benefits of Data Integration and Unification:

Golden Record: Providing a unified, accurate view of the customer.

Enhanced Analysis: Enabling better insights and analytics through comprehensive data.

Improved Customer Engagement: Facilitating personalized and consistent customer experiences across channels.

Reference: Salesforce Data Cloud Benefits Documentation

Steps for Data Integration:

Ingest data from multiple sources (CRM, marketing, service platforms).

Use data harmonization and reconciliation processes to unify data into a single profile.

Reference: Salesforce Data Integration and Unification Guide

Practical Application:

Example: A retail company integrates customer data from online purchases, in-store transactions, and customer service interactions to create a unified customer profile.

This unified data enables personalized marketing campaigns and improved customer service.

Reference: Salesforce Unified Customer Profile Case Studies

質問 # 163

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Data-Con-101赤本勉強: <https://www.jpctestking.com/Data-Con-101-exam.html>

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