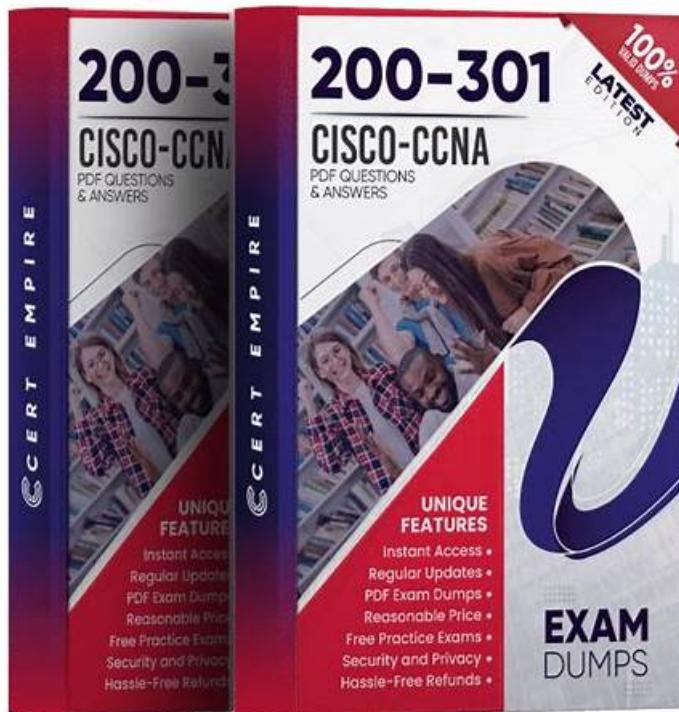


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## Salesforce Analytics-Con-301 Exam Syllabus Topics:

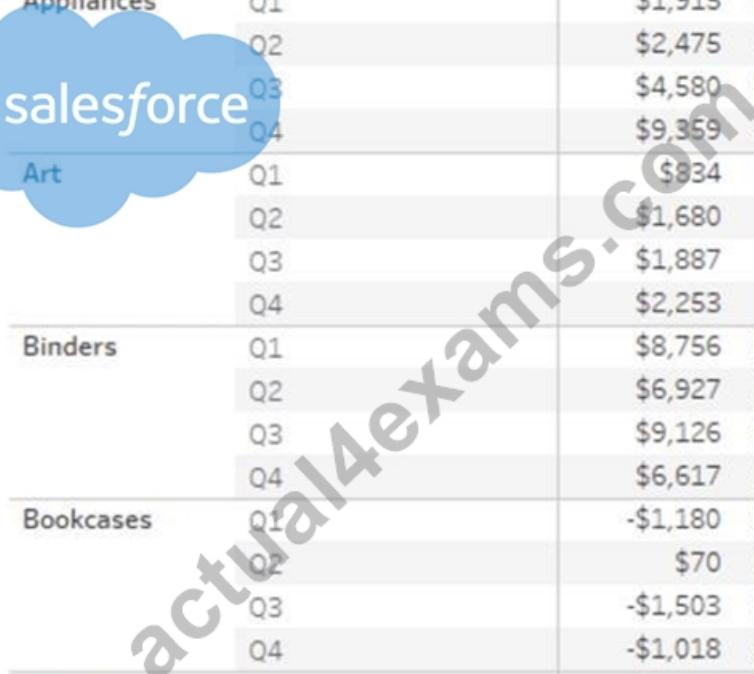
Topic	Details

Topic 1	<ul style="list-style-type: none"> <li>Business Consulting: For Tableau Consultants, this section involves designing and troubleshooting calculations and workbooks to meet advanced analytical use cases. It covers selecting appropriate chart types, applying Tableau's order of operations in calculations, building interactivity into dashboards, and optimizing workbook performance by resolving resource-intensive queries and other design-related issues.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>Data Analysis: This domain targets Tableau Consultants to plan and prepare data connections effectively. It includes recommending data transformation strategies, designing row-level security (RLS) data structures, and implementing advanced data connections such as Web Data Connectors and Tableau Bridge. Skills in specifying granularity and aggregation strategies for data sources across Tableau products are emphasized.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>Business Analysis: This section of the exam measures skills of Tableau Consultants focusing on evaluating the current state of analytics within an organization. It covers mapping business needs to Tableau capabilities, translating analytical requirements to best practices in Tableau, and recommending appropriate deployment options like Tableau Server or Tableau Cloud. It also includes evaluating existing data structures for supporting business needs and identifying performance risks and opportunities.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>Data Management: This part focuses on establishing governance and support for published content. Tableau Consultants are expected to manage data security, publish and maintain data sources and workbooks, and oversee content access. It includes applying governance best practices, using metadata APIs, and supporting administration functions to maintain data integrity and accessibility.</li> </ul>

## Salesforce Certified Tableau Consultant Sample Questions (Q16-Q21):

### NEW QUESTION # 16

A client wants to produce a visualization to show quarterly profit growth and aggregated sales totals across a number of product categories from the data provided below.



Sub-Category	Quarter of Order Date	Profit	Sales
Accessories	Q1	\$5,123	\$19,613.82
	Q2	\$6,537	\$26,473.19
	Q3	\$13,705	\$54,402.92
	Q4	\$16,571	\$66,890.39
Appliances	Q1	\$1,915	\$14,842.86
	Q2	\$2,475	\$21,299.56
	Q3	\$4,580	\$27,426.98
	Q4	\$9,359	\$44,643.79
Art	Q1	\$834	\$3,424.36
	Q2	\$1,680	\$6,981.23
	Q3	\$1,887	\$7,559.69
	Q4	\$2,253	\$9,693.73
Binders	Q1	\$8,756	\$30,659.52
	Q2	\$6,927	\$36,625.32
	Q3	\$9,126	\$68,995.94
	Q4	\$6,617	\$71,074.11
Bookcases	Q1	-\$1,180	\$14,498.49
	Q2	\$70	\$20,494.31
	Q3	-\$1,503	\$37,583.06
	Q4	-\$1,018	\$42,785.35
Chairs	Q1	\$3,891	\$44,033.34
	Q2	\$5,052	\$68,074.97
	Q3	\$7,418	\$93,643.87
	Q4	\$10,863	\$130,016.06
Copiers	Q1	\$12,544	\$29,549.65
	Q2	\$5,322	\$23,179.65
	Q3	\$8,612	\$25,829.43
	Q4	\$29,616	\$72,186.55

Which set of charts should the consultant use to meet the client's requirements?

- A. Waterfall chart and tree map
- B. Scatter plot and pie chart
- C. Gantt and bar charts
- D. Line and bubble charts

**Answer: A**

Explanation:

To effectively display quarterly profit growth and aggregated sales totals across different product categories, a combination of a Waterfall chart and a Tree Map is recommended:

\* Waterfall Chart: This chart type is excellent for visualizing the sequential growth or decline of profits across different quarters for each sub-category. It clearly shows how profits accumulate over time, highlighting both positive and negative changes, which makes it ideal for tracking profit growth or decline through the quarters.

\* Tree Map: A Tree Map can efficiently display aggregated sales totals where each block size represents the total sales of a product category, providing a quick, visually impactful comparison across categories. This is especially useful when the client wants to understand which categories contribute most to sales in a glanceable format.

Together, these charts provide a comprehensive overview of both profit trends over time (Waterfall Chart) and a comparative snapshot of sales performance across categories (Tree Map), meeting the client's need to analyze performance dynamics in a detailed yet consolidated manner.

References

These recommendations are based on common best practices for data visualization in Tableau, where specific chart types are chosen for their strengths in communicating certain types of data relationships and dynamics, as detailed in Tableau's official visualization guides.

### NEW QUESTION # 17

A customer wants to leverage generative AI capabilities. The customer is currently on Tableau Server 2023.1. How is the customer able to leverage generative AI in Tableau?

- A. Upgrade Tableau Server from 2023.1 to the latest version.
- B. Perform API calls from Tableau Server to sandboxed extensions hosted by Tableau.
- **C. Migrate Tableau Server to Tableau Cloud.**
- D. Use a dashboard accelerator from Tableau Exchange.

**Answer: C**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Tableau's official generative AI capability-Tableau Pulse and Einstein-powered Tableau AI features- are available only on Tableau Cloud, not Tableau Server.

Key Tableau facts:

- \* Tableau Server (any version, including new ones) does not provide generative AI capabilities.
- \* Tableau Cloud includes AI features such as:
  - \* Tableau Pulse
  - \* Einstein Copilot
  - \* Natural language questions
  - \* Automated insights
- \* Upgrading Tableau Server does not provide generative AI.
- \* Extensions and accelerators do not enable AI functionality.

Therefore, the customer must migrate from Tableau Server to Tableau Cloud to leverage generative AI.

\* Tableau AI/Pulse documentation stating availability only in Tableau Cloud.

\* Feature comparison charts showing generative AI unavailable on Tableau Server.

### NEW QUESTION # 18

A client has a large data set that contains more than 10 million rows.

A consultant wants to calculate a profitability threshold as efficiently as possible. The calculation must classify the profits by using the following specifications:

- . Classify profit margins above 50% as Highly Profitable.
- . Classify profit margins between 0% and 50% as Profitable.
- . Classify profit margins below 0% as Unprofitable.

Which calculation meets these requirements?

- A. IF([ProfitMargin]>=0.50,'Highly Profitable', 'Profitable')ELSE 'Unprofitable'END
- B. IF [ProfitMargin]>0.50 Then 'Highly Profitable'  
ELSEIF [ProfitMargin]>=0 Then 'Profitable'  
ELSEIF [ProfitMargin] <0 Then 'Unprofitable'END
- **C. IF [ProfitMargin]>=0.50 Then 'Highly Profitable'  
ELSEIF [ProfitMargin]>=0 Then 'Profitable'  
ELSE 'Unprofitable'  
END**
- D. IF [ProfitMargin]>0.50 Then 'Highly Profitable'  
ELSEIF [ProfitMargin]>=0 Then 'Profitable'  
ELSE 'Unprofitable'  
END

**Answer: C**

Explanation:

The correct calculation for classifying profit margins into categories based on specified thresholds involves the use of conditional statements that check ranges in a logical order:

\* Highly Profitable Classification: The first condition checks if the profit margin is 50% or more. This must use the ">=" operator to include exactly 50% as "Highly Profitable".

\* Profitable Classification: The next condition checks if the profit margin is between 0% and 50%.

Since any value falling at or above 50% is already classified, this condition only needs to check for values greater than or equal to 0%.

\* Unprofitable Classification: The final condition captures any remaining scenarios, which would only be values less than 0%.

References:

Logical Order in Conditional Statements: It is crucial in programming and data calculation to ensure that conditions in IF statements are structured in a logical and non-overlapping manner to accurately categorize all possible values.

## NEW QUESTION # 19

A client wants to view stores serviced by delivery drivers on a map. They have the information provided in the table below:

Store #	Street Address 1	Street Address 2	City	State	Driver ID
129	101 Random Place Rd	St 401	Anywhere	CA	57
131	276 Somewhere Drive		Anywhere	CA	57
183	General Rd	St 201	Nearby	CA	57
45	57 Alphabet St		Anywhere	CA	26

What does the client need to do to plot exact street addresses on the map?

- A. Change the data type of Street Address 1 and Street Address 2 to the Geographic role.
- B. Establish a hierarchy of State > City > Street Address 1 > Street Address 2.
- C. **Custom geocode the street addresses.**
- D. Add a Map layer to the visualization.

**Answer: C**

Explanation:

Tableau's built-in geocoding supports only the following geographic roles:

- \* Country
- \* State / Province
- \* County
- \* City
- \* Postal Code
- \* Airport
- \* Area codes
- \* Congressional districts, etc.

Tableau does NOT natively geocode street-level addresses.

When a dataset contains street address fields, Tableau will not recognize them as geographic fields because:

- \* Street Address 1 and Street Address 2 are not valid Tableau geographic roles.
- \* Tableau cannot automatically translate street text (like "101 Random Place Rd") into latitude/longitude.

Therefore, to plot street-level points on a map, Tableau requires:

Custom geocoding OR latitude/longitude fields.

Tableau documents that for exact address locations:

- \* You must either supply latitude and longitude for each address, or
- \* Use custom geocoding, where the user uploads a .csv with addresses matched to coordinates.

Why the other answer choices are incorrect:

B). Change the data type to Geographic role

Street address fields cannot be assigned a geographic role. Tableau will reject them or not map them.

C). Establish a hierarchy

Hierarchies help with drilldown but do not generate geographic coordinates for street addresses.

D). Add a map layer

Map layers allow visual overlays but cannot generate geocoding for address fields.

The only correct way to map street addresses is to custom geocode (or supply lat/long), which matches option A).

\* Tableau Geocoding documentation stating street-level addresses are not natively supported.

\* Custom Geocoding instructions for mapping exact address points.

\* Mapping best practices stating that lat/long or custom geocode files are required for street accuracy.

## NEW QUESTION # 20

A consultant migrated a data source to improve performance. The consultant wants to identify which workbooks need to be updated to point to the new data source.

Which Tableau tool should the consultant use?

- A. Prep Conductor
- B. Data Management
- C. Activity Log
- D. **Tableau Advanced Management**

### Answer: D

Explanation:

To identify which workbooks need to be updated to point to a new data source after a migration, a consultant should use Tableau Advanced Management. This component of Tableau provides comprehensive management capabilities including the ability to track workbook dependencies and data source usage across your entire Tableau environment. Using Tableau Advanced Management allows consultants to assess the impact of changes in the data source on connected workbooks and efficiently manage updates.

## NEW QUESTION # 21

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