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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<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.
Topic 2	<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.
Topic 3	<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 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.

Salesforce Certified Data 360 Consultant (Data-Con-101) Sample Questions (Q73-Q78):

NEW QUESTION # 73

A solution architect needs to create a segment of "High Value Customers". They define this as anyone who qualifies for the existing Platinum Loyalty segment OR anyone who has spent more than US \$5,000. What is the most efficient way to build this?

- A. Use a nested segment for "Platinum Loyalty" and add a separate container for the minimum spend within OR operator.
- B. Build a calculated insight that joins both conditions and use that as the only filter in a new segment.
- C. Create two separate segments and join them together in a Tableau dashboard for activation.
- D. Create a waterfall segment, prioritizing the "Platinum Loyalty" group first and the "High Spender" group second.

Answer: A

Explanation:

The segmentation and activation design starts with grain: who or what the audience represents, and which attributes must travel with it. Use a nested segment for "Platinum Loyalty" and add a separate container for the minimum spend within OR operator. works because Data 360 segmentation and activation must respect audience grain, relationship paths, and activation payload rules. A segment can qualify the audience, but activation determines which related attributes or contact points are actually sent downstream. 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.

NEW QUESTION # 74

Cumulus Financial uses Service Cloud as its CRM and stores mobile phone, home phone, and work phone as three separate fields for its customers on the Contact record. The company plans to use Data Cloud and ingest the Contact object via the CRM Connector.

What is the most efficient approach that a consultant should take when ingesting this data to ensure all the different phone numbers are properly mapped and available for use in activation?

- A. Ingest the Contact object and use streaming transforms to normalize the phone numbers from the Contact data stream into a separate Phone data lake object (DLO) that contains three rows, and then map this new DLO to the Contact Point Phone

data map object.

- B. Ingest the Contact object and create formula fields in the Contact data stream on the phone numbers, and then map to the Contact Point Phone data map object.
- C. Ingest the Contact object and map the Work Phone, Mobile Phone, and Home Phone to the Contact Point Phone data map object from the Contact data stream.
- D. Ingest the Contact object and then create a calculated insight to normalize the phone numbers, and then map to the Contact Point Phone data map object.

Answer: A

Explanation:

Explanation

The most efficient approach that a consultant should take when ingesting this data to ensure all the different phone numbers are properly mapped and available for use in activation is B. Ingest the Contact object and use streaming transforms to normalize the phone numbers from the Contact data stream into a separate Phone data lake object (DLO) that contains three rows, and then map this new DLO to the Contact Point Phone data map object. This approach allows the consultant to use the streaming transforms feature of Data Cloud, which enables data manipulation and transformation at the time of ingestion, without requiring any additional processing or storage. Streaming transforms can be used to normalize the phone numbers from the Contact data stream, such as removing spaces, dashes, or parentheses, and adding country codes if needed. The normalized phone numbers can then be stored in a separate Phone DLO, which can have one row for each phone number type (work, home, mobile). The Phone DLO can then be mapped to the Contact Point Phone data map object, which is a standard object that represents a phone number associated with a contact point.

This way, the consultant can ensure that all the phone numbers are available for activation, such as sending SMS messages or making calls to the customers.

The other options are not as efficient as option B. Option A is incorrect because it does not normalize the phone numbers, which may cause issues with activation or identity resolution. Option C is incorrect because it requires creating a calculated insight, which is an additional step that consumes more resources and time than streaming transforms. Option D is incorrect because it requires creating formula fields in the Contact data stream, which may not be supported by the CRM Connector or may cause conflicts with the existing fields in the Contact object. References: Salesforce Data Cloud Consultant Exam Guide, Data Ingestion and Modeling, Streaming Transforms, Contact Point Phone

NEW QUESTION # 75

During a privacy law discussion with a customer, the customer indicates they need to honor requests for the right to be forgotten. The consultant determines that Consent API will solve this business need.

Which two considerations should the consultant inform the customer about?

Choose 2 answers

- A. Data deletion requests are processed within 1 hour.
- **B. Data deletion requests are submitted for Individual profiles.**
- **C. Data deletion requests submitted to Data Cloud are passed to all connected Salesforce clouds.**
- D. Data deletion requests are reprocessed at 30, 60, and 90 days.

Answer: B,C

Explanation:

When advising a customer about using the Consent API in Salesforce to comply with requests for the right to be forgotten, the consultant should focus on two primary considerations:

Data deletion requests are submitted for Individual profiles (Answer C): The Consent API in Salesforce is designed to handle data deletion requests specifically for individual profiles. This means that when a request is made to delete data, it is targeted at the personal data associated with an individual's profile in the Salesforce system. The consultant should inform the customer that the requests must be specific to individual profiles to ensure accurate processing and compliance with privacy laws.

Data deletion requests submitted to Data Cloud are passed to all connected Salesforce clouds (Answer D):

When a data deletion request is made through the Consent API in Salesforce Data Cloud, the request is not limited to the Data Cloud alone. Instead, it propagates through all connected Salesforce clouds, such as Sales Cloud, Service Cloud, Marketing Cloud, etc. This ensures comprehensive compliance with the right to be forgotten across the entire Salesforce ecosystem. The customer should be aware that the deletion request will affect all instances of the individual's data across the connected Salesforce environments.

NEW QUESTION # 76

An organization wants to enable users with the ability to identify and select text attributes from a picklist of options. Which Data Cloud feature should help with this use case?

- A. Global picklists
- B. Data harmonization
- **C. Value suggestion**
- D. Transformation formulas

Answer: C

Explanation:

Value suggestion is a Data Cloud feature that allows users to see and select the possible values for a text field when creating segment filters. Value suggestion can be enabled or disabled for each data model object (DMO) field in the DMO record home. Value suggestion can help users to identify and select text attributes from a picklist of options, without having to type or remember the exact values. Value suggestion can also reduce errors and improve data quality by ensuring consistent and valid values for the segment filters. References: Use Value Suggestions in Segmentation, Considerations for Selecting Related Attributes

NEW QUESTION # 77

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

Answer: A

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 insight:

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 # 78

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