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## Salesforce Certified Data Cloud Consultant Sample Questions (Q57-Q62):

### NEW QUESTION # 57

A consultant is setting up Data Cloud for a multi-brand organization and is using data spaces to segregate its data for various brands. While starting the mapping of a data stream, the consultant notices that they cannot map the object for one of the brands. What should the consultant do to make the object available for a new data space?

- A. Create a new data stream and map the second data stream to the data space.
- B. Create a batch transform to split data between different data spaces.
- C. Copy data from the default data space to a new DMO using the Data Copy feature and link this DMO to the new data space.
- D. Navigate to the Data Space tab and select the object to be included in the new data space.

**Answer: D**

Explanation:

When setting up Data Cloud for a multi-brand organization, if a consultant cannot map an object for one of the brands during data stream setup, they should navigate to the Data Space tab and select the object to include it in the new data space. Here's why:

Understanding the Issue

The consultant is using data spaces to segregate data for different brands.

While mapping a data stream, they notice that an object is unavailable for one of the brands.

This indicates that the object has not been associated with the new data space.

Why Navigate to the Data Space Tab?

Data Spaces and Object Availability :

Objects must be explicitly added to a data space before they can be used in mappings or transformations within that space.

If an object is missing, it means it has not been included in the data space configuration.

Solution Approach :

By navigating to the Data Space tab , the consultant can add the required object to the new data space.

This ensures the object becomes available for mapping and use in the data stream.

Steps to Resolve the Issue

Step 1: Navigate to the Data Space Tab

Go to Data Cloud > Data Spaces and locate the new data space for the brand.

Step 2: Add the Missing Object

Select the data space and click on Edit .

Add the required object (e.g., a Data Model Object or Data Lake Object) to the data space.

Step 3: Save and Verify

Save the changes and return to the data stream setup.

Verify that the object is now available for mapping.

Step 4: Complete the Mapping

Proceed with mapping the object in the data stream.

Why Not Other Options?

A). Create a new data stream and map the second data stream to the data space :Creating a new data stream is unnecessary if the issue is simply object availability in the data space.

B). Copy data from the default data space to a new DMO using the Data Copy feature and link this DMO to the new data space :This is overly complex and not required if the object can simply be added to the data space.

C). Create a batch transform to split data between different data spaces :Batch transforms are used for data processing, not for resolving object availability issues.

Conclusion

The correct solution is to navigate to the Data Space tab and select the object to include it in the new data space . This ensures the object is available for mapping and resolves the issue efficiently.

### NEW QUESTION # 58

An automotive dealership wants to implement Data Cloud.

What is a use case for Data Cloud's capabilities?

- A. Implement a full archive solution with version management.
- B. Build a source of truth for consent management across all unified individuals.
- C. Ingest customer interaction across different touch points, harmonize, and build a data model for analytical reporting.
- D. Use browser cookies to track visitor activity on the website and display personalized recommendations.

**Answer: C**

Explanation:

The most relevant use case for implementing Salesforce Data Cloud in an automotive dealership is ingesting customer interactions across different touchpoints, harmonizing the data, and building a data model for analytical reporting . Here's why:

#### 1. Understanding the Use Case

Salesforce Data Cloud is designed to unify customer data from multiple sources, harmonize it into a single view, and enable actionable insights through analytics and segmentation. For an automotive dealership, this means:

Collecting data from various touchpoints such as website visits, service appointments, test drives, and marketing campaigns.

Harmonizing this data into a unified profile for each customer.

Building a data model that supports advanced analytical reporting to drive business decisions.

This use case aligns perfectly with Data Cloud's core capabilities, making it the most appropriate choice.

#### 2. Why Not Other Options?

Option A: Implement a full archive solution with version management.

Salesforce Data Cloud is not primarily an archiving or version management tool. While it can store historical data, its focus is on unifying and analyzing customer data rather than providing a full-fledged archival solution with version control.

Tools like Salesforce Shield or external archival systems are better suited for this purpose.

Option B: Use browser cookies to track visitor activity on the website and display personalized recommendations.

While Salesforce Data Cloud can integrate with tools like Marketing Cloud Personalization (Interaction Studio) to deliver personalized experiences, it does not directly manage browser cookies or real-time web tracking.

This functionality is typically handled by specialized tools like Interaction Studio or third-party web analytics platforms.

Option C: Build a source of truth for consent management across all unified individuals.

While Data Cloud can help manage unified customer profiles, consent management is better handled by Salesforce's Consent Management Framework or other dedicated compliance tools.

Data Cloud focuses on data unification and analytics, not specifically on consent governance.

#### 3. How Data Cloud Supports Option D

Here's how Salesforce Data Cloud enables the selected use case:

##### Step 1: Ingest Customer Interactions

Data Cloud connects to various data sources, including CRM systems, websites, mobile apps, and third-party platforms.

For an automotive dealership, this could include:

Website interactions (e.g., browsing vehicle models).

Service center visits and repair history.

Test drive bookings and purchase history.

Marketing campaign responses.

##### Step 2: Harmonize Data

Data Cloud uses identity resolution to unify customer data from different sources into a single profile for each individual.

For example, if a customer interacts with the dealership via email, phone, and in-person visits, Data Cloud consolidates these interactions into one unified profile.

##### Step 3: Build a Data Model

Data Cloud allows you to create a data model that organizes customer attributes and interactions in a structured way.

This model can be used to analyze customer behavior, segment audiences, and generate reports.

For instance, the dealership could identify customers who frequently visit the service center but haven't purchased a new vehicle recently, enabling targeted upsell campaigns.

##### Step 4: Enable Analytical Reporting

Once the data is harmonized and modeled, it can be used for advanced analytics and reporting.

Reports might include:

Customer lifetime value (CLV).

Campaign performance metrics.

Trends in customer preferences (e.g., interest in electric vehicles).

#### 4. Salesforce Documentation Reference

According to Salesforce's official Data Cloud documentation:

Data Cloud is designed to unify customer data from multiple sources, enabling businesses to gain a 360-degree view of their customers.

It supports harmonization of data into a single profile and provides tools for segmentation and analytical reporting .

These capabilities make it ideal for industries like automotive dealerships, where understanding customer interactions across touchpoints is critical for driving sales and improving customer satisfaction.

### NEW QUESTION # 59

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 map the Work Phone, Mobile Phone, and Home Phone to the Contact Point Phone data map object from the Contact data stream.
- 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.
- C. 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.
- 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: B**

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 # 60

A consultant wants to confirm the Identity resolution they just set up. Which two features can the consultant use to validate the data on a unified profile?

Choose 2 answers

- A. Data Explorer
- B. Identity Resolution
- C. Data Actions
- D. Query API

**Answer: A,D**

Explanation:

To validate the data on a unified profile after setting up identity resolution, the consultant can use Data Explorer and the Query API. Here's why:

Understanding Identity Resolution Validation

Identity resolution combines data from multiple sources into a unified profile.

Validating the unified profile ensures that the resolution process is working correctly and that the data is accurate.

Why Data Explorer and Query API?

Data Explorer :

Data Explorer is a built-in tool in Salesforce Data Cloud that allows users to view and analyze unified profiles. It provides a detailed view of individual profiles, including resolved identities and associated attributes.

Query API :

The Query API enables programmatic access to unified profiles and related data.

Consultants can use the API to query specific profiles and validate the results of identity resolution programmatically.

Other Options Are Less Suitable :

A). Identity Resolution : This refers to the process itself, not a tool for validation.

B). Data Actions : Data actions are used to trigger workflows or integrations, not for validating unified profiles.

Steps to Validate Unified Profiles

Using Data Explorer :

Navigate to Data Cloud > Data Explorer .

Search for a specific profile and review its resolved identities and attributes.

Verify that the data aligns with expectations based on the identity resolution rules.

Using Query API :

Use the Query API to retrieve unified profiles programmatically.

Compare the results with expected outcomes to confirm accuracy.

Conclusion

The consultant should use Data Explorer and the Query API to validate the data on unified profiles, ensuring that identity resolution is functioning as intended.

### NEW QUESTION # 61

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. Transformation formulas
- C. Value suggestion
- D. Data harmonization

**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 # 62

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