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Salesforce Data Cloud Consultant Dumps – Your Key to Success!



Introduction

The **Salesforce Data Cloud Consultant** exam validates your expertise in implementing and managing Salesforce Data Cloud solutions. If you're aiming for this certification, **Certifiedumps** offers the best resources to help you succeed!

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- ✔ Activation and governance in Data Cloud
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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">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 3	<ul style="list-style-type: none">Data Cloud Overview: This topic covers Data Cloud's function, key terminology, business value, typical use cases, the Data Cloud lifecycle, dependencies, and principles of data ethics. These sub-topics provide an overview of Data Cloud's capabilities and applications.
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 Cloud Consultant Sample Questions (Q15-Q20):

NEW QUESTION # 15

A segment fails to refresh with the error "Segment references too many data lake objects (DLOS)".

Which two troubleshooting tips should help remedy this issue?

Choose 2 answers

- A. Space out the segment schedules to reduce DLO load.
- B. Split the segment into smaller segments.
- C. Use calculated insights in order to reduce the complexity of the segmentation query.
- D. Refine segmentation criteria to limit up to five custom data model objects (DMOs).

Answer: B,C

Explanation:

The error "Segment references too many data lake objects (DLOS)" occurs when a segment query exceeds the limit of 50 DLOs that can be referenced in a single query. This can happen when the segment has too many filters, nested segments, or exclusion criteria that involve different DLOs. To remedy this issue, the consultant can try the following troubleshooting tips:

* Split the segment into smaller segments. The consultant can divide the segment into multiple segments that have fewer filters, nested segments, or exclusion criteria. This can reduce the number of DLOs that are referenced in each segment query and avoid the error.

The consultant can then use the smaller segments as nested segments in a larger segment, or activate them separately.

* Use calculated insights in order to reduce the complexity of the segmentation query. The consultant can create calculated insights that are derived from existing data using formulas. Calculated insights can simplify the segmentation query by replacing multiple filters or nested segments with a single attribute.

For example, instead of using multiple filters to segment individuals based on their purchase history, the consultant can create a calculated insight that calculates the lifetime value of each individual and use that as a filter.

The other options are not troubleshooting tips that can help remedy this issue. Refining segmentation criteria to limit up to five custom data model objects (DMOs) is not a valid option, as the limit of 50 DLOs applies to both standard and custom DMOs. Spacing out the segment schedules to reduce DLO load is not a valid option, as the error is not related to the DLO load, but to the segment query complexity.

References:

- * Troubleshoot Segment Errors
- * Create a Calculated Insight
- * Create a Segment in Data Cloud

NEW QUESTION # 16

Cumulus Financial uses calculated insights to compute the total banking value per branch for its high net worth customers. In the calculated insight, "banking value" is a metric, "branch" is a dimension, and "high net worth" is a filter.

What can be included as an attribute in activation?

- A. "branch" (dimension) and "banking metric")
- B. "banking value" (metric)
- C. "high net worth" (filter)
- D. "branch" (dimension)

Answer: D

Explanation:

Explanation

According to the Salesforce Data Cloud documentation, an attribute is a dimension or a measure that can be used in activation. A dimension is a categorical variable that can be used to group or filter data, such as branch, region, or product. A measure is a numerical variable that can be used to calculate metrics, such as revenue, profit, or count. A filter is a condition that can be applied to limit the data that is used in a calculated insight, such as high net worth, age range, or gender. In this question, the calculated insight uses "banking value" as a metric, which is a measure, and "branch" as a dimension. Therefore, only "branch" can be included as an attribute in activation, since it is a dimension. The other options are either measures or filters, which are not attributes. References: Data Cloud Permission Sets, Salesforce Data Cloud Exam Questions

NEW QUESTION # 17

A customer has a custom Customer Email c object related to the standard Contact object in Salesforce CRM.

This custom object

stores the email address a Contact that they want to use for activation.

To which data entity is mapped?

- A. Contact Point_Email
- B. Contact
- C. Custom customer Email__c object
- D. Individual

Answer: A

Explanation:

The Contact Point_Email object is the data entity that represents an email address associated with an individual in Data Cloud. It is part of the Customer 360 Data Model, which is a standardized data model that defines common entities and relationships for customer data. The Contact Point_Email object can be mapped to any custom or standard object that stores email addresses in Salesforce CRM, such as the custom Customer Email__c object. The other options are not the correct data entities to map to because:

* A. The Contact object is the data entity that represents a person who is associated with an account that is a customer, partner, or competitor in Salesforce CRM. It is not the data entity that represents an email address in Data Cloud.

* C. The custom Customer Email__c object is not a data entity in Data Cloud, but a custom object in Salesforce CRM. It can be mapped to a data entity in Data Cloud, such as the Contact Point_Email object, but it is not a data entity itself.

* D. The Individual object is the data entity that represents a unique person in Data Cloud. It is the core entity for managing consent and privacy preferences, and it can be related to one or more contact points, such as email addresses, phone numbers, or social media handles. It is not the data entity that represents an email address in Data Cloud. References: Customer 360 Data Model:

Individual and Contact Points - Salesforce, Contact Point_Email | Object Reference for the Salesforce Platform | Salesforce Developers,

[Contact | Object Reference for the Salesforce Platform | Salesforce Developers], [Individual | Object Reference for the Salesforce Platform | Salesforce Developers]

NEW QUESTION # 18

A consultant is discussing the benefits of Data Cloud with a customer that has multiple disjointed data sources. Which two functional areas should the consultant highlight in relation to managing customer data? Choose 2 answers

- A. Master Data Management
- **B. Data Harmonization**
- C. Data Marketplace
- **D. Unified Profiles**

Answer: B,D

Explanation:

Data Cloud is an open and extensible data platform that enables smarter, more efficient AI with secure access to first-party and industry data. Two functional areas that the consultant should highlight in relation to managing customer data are:

Data Harmonization: Data Cloud harmonizes data from multiple sources and formats into a common schema, enabling a single source of truth for customer data. Data Cloud also applies data quality rules and transformations to ensure data accuracy and consistency.

Unified Profiles: Data Cloud creates unified profiles of customers and prospects by linking data across different identifiers, such as email, phone, cookie, and device ID. Unified profiles provide a holistic view of customer behavior, preferences, and interactions across channels and touchpoints. The other options are not correct because:

Master Data Management: Master Data Management (MDM) is a process of creating and maintaining a single, consistent, and trusted source of master data, such as product, customer, supplier, or location data. Data Cloud does not provide MDM functionality, but it can integrate with MDM solutions to enrich customer data.

Data Marketplace: Data Marketplace is a feature of Data Cloud that allows users to discover, access, and activate data from third-party providers, such as demographic, behavioral, and intent data. Data Marketplace is not a functional area related to managing customer data, but rather a source of external data that can enhance customer data. Reference:

Salesforce Data Cloud

[Data Harmonization for Data Cloud]

[Unified Profiles for Data Cloud]

[What is Master Data Management?]

[Integrate Data Cloud with Master Data Management]

[Data Marketplace for Data Cloud]

NEW QUESTION # 19

A Data Cloud consultant recently discovered that their identity resolution process is matching individuals that share email addresses or phone numbers, but are not actually the same individual. What should the consultant do to address this issue?

- A. Modify the existing ruleset with stricter matching criteria, run the ruleset and review the updated results, then adjust as needed until the individuals are matching correctly.
- **B. Create and run a new ruleset with stricter matching criteria, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.**
- C. Create and run a new ruleset with fewer matching rules, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.
- D. Modify the existing ruleset with stricter matching criteria, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.

Answer: B

Explanation:

Identity resolution is the process of linking source profiles from different data sources into unified individual profiles based on match and reconciliation rules. If the identity resolution process is matching individuals that share email addresses or phone numbers, but are not actually the same individual, it means that the match rules are too loose and need to be refined. The best way to address this issue is to create and run a new ruleset with stricter matching criteria, such as adding more attributes or increasing the match score threshold. Then, the consultant can compare the two rulesets to review and verify the results, and see if the new ruleset reduces the false positives and improves the accuracy of the identity resolution. Once the new ruleset is approved, the consultant can migrate to the new ruleset and delete the old one. The other options are incorrect because modifying the existing ruleset can affect the existing unified profiles and cause data loss or inconsistency. Creating and running a new ruleset with fewer matching rules can increase the false negatives and reduce the coverage of the identity resolution. Reference: Create Unified Individual Profiles, AI-based Identity

Resolution: Linking Diverse Customer Data, Data Cloud Identity Resolution.

NEW QUESTION # 20

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