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### Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
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Topic 1	<ul style="list-style-type: none"> <li>• <b>Data Ingestion and Modeling:</b> This domain addresses bringing data into Data Cloud and structuring it properly through transformation, ingestion from various sources, and data mapping. It emphasizes best practices for modeling data to support identity resolution and validating ingested data using available tools.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>• <b>Data Cloud Setup and Administration:</b> This domain focuses on configuring and managing Data Cloud environments through permissions, data streams, data bundles, and data spaces. It also covers administrative tools and techniques for diagnosing and exploring data using reports, dashboards, flows, APIs, and explorer tools.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• <b>Data Cloud Overview:</b> This domain covers the foundational understanding of Data Cloud including its core purpose, terminology, business value, and technical architecture. It also addresses typical use cases and the essential principles of ethical data handling when working with customer data.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>• <b>Identity Resolution:</b> This domain explores creating unified customer profiles through matching and reconciliation processes. It covers how rule sets determine when records link together, how conflicting data is resolved, and understanding the outcomes and use cases of unified identities.</li> </ul>
Topic 5	<ul style="list-style-type: none"> <li>• <b>Act on Data:</b> This domain focuses on leveraging Data Cloud data for downstream actions through activations and data actions. It covers working with attributes, managing timing dependencies, troubleshooting activation issues like errors and rejected counts, and understanding requirements for triggering automated processes.</li> </ul>

## Salesforce Certified Data Cloud Consultant Sample Questions (Q159-Q164):

### NEW QUESTION # 159

A customer has outlined requirements to trigger a journey for an abandoned browse behavior. Based on the requirements, the consultant determines they will use streaming insights to trigger a data action to Journey Builder every hour.

How should the consultant configure the solution to ensure the data action is triggered at the cadence required?

- **A. Set the journey entry schedule to run every hour.**
- B. Configure the data to be ingested in hourly batches.
- C. Set the insights aggregation time window to 1 hour.
- D. Set the activation schedule to hourly.

**Answer: A**

Explanation:

Explanation:

### NEW QUESTION # 160

What is the role of artificial intelligence (AI) in Data Cloud?

- **A. Enhancing customer interactions through insights and predictions**
- B. Creating dynamic data-driven management dashboards
- C. Automating data validation
- D. Generating email templates for use cases

**Answer: A**

Explanation:

Role of AI in Data Cloud: Artificial intelligence (AI) plays a crucial role in Salesforce Data Cloud by leveraging data to generate insights and predictions that enhance customer interactions.

Insights and Predictions:

AI Algorithms: Use machine learning algorithms to analyze vast amounts of customer data.

Predictive Analytics: Provide predictive insights, such as customer behavior trends, preferences, and potential future actions.

Enhancing Customer Interactions:

Personalization: AI helps in creating personalized experiences by predicting customer needs and preferences.

Efficiency: Enables proactive customer service by predicting issues and suggesting solutions before customers reach out.

Marketing: Improves targeting and segmentation, ensuring that marketing efforts are directed towards the most promising leads and customers.

Use Cases:

Recommendation Engines: Suggest products or services based on past behavior and preferences.

Churn Prediction: Identify customers at risk of leaving and engage them with retention strategies.

References:

Salesforce Data Cloud AI Capabilities

Salesforce AI for Customer Interaction

### NEW QUESTION # 161

A customer needs to integrate in real time with Salesforce CRM.

Which feature accomplishes this requirement?

- A. Data model triggers
- B. Data actions and Lightning web components
- C. Sales and Service bundle
- **D. Streaming transforms**

**Answer: D**

Explanation:

The correct answer is A. Streaming transforms. Streaming transforms are a feature of Data Cloud that allows real-time data integration with Salesforce CRM. Streaming transforms use the Data Cloud Streaming API to synchronize micro-batches of updates between the CRM data source and Data Cloud in near-real time<sup>1</sup>. Streaming transforms enable Data Cloud to have the most current and accurate CRM data for segmentation and activation<sup>2</sup>.

The other options are incorrect for the following reasons:

B). Data model triggers. Data model triggers are a feature of Data Cloud that allows custom logic to be executed when data model objects are created, updated, or deleted<sup>3</sup>. Data model triggers do not integrate data with Salesforce CRM, but rather manipulate data within Data Cloud.

C). Sales and Service bundle. Sales and Service bundle is a feature of Data Cloud that allows pre-built data streams, data model objects, segments, and activations for Sales Cloud and Service Cloud data sources<sup>4</sup>. Sales and Service bundle does not integrate data in real time with Salesforce CRM, but rather ingests data at scheduled intervals.

D). Data actions and Lightning web components. Data actions and Lightning web components are features of Data Cloud that allow custom user interfaces and workflows to be built and embedded in Salesforce applications<sup>5</sup>. Data actions and Lightning web components do not integrate data with Salesforce CRM, but rather display and interact with data within Salesforce applications.

1: Load Data into Data Cloud

2: [Data Streams in Data Cloud]

3: [Data Model Triggers in Data Cloud] unit on Trailhead

4: [Sales and Service Bundle in Data Cloud] unit on Trailhead

5: [Data Actions and Lightning Web Components in Data Cloud] unit on Trailhead

[Data Model in Data Cloud] unit on Trailhead

[Create a Data Model Object] article on Salesforce Help

[Data Sources in Data Cloud] unit on Trailhead

[Connect and Ingest Data in Data Cloud] article on Salesforce Help

[Data Spaces in Data Cloud] unit on Trailhead

[Create a Data Space] article on Salesforce Help

[Segments in Data Cloud] unit on Trailhead

[Create a Segment] article on Salesforce Help

[Activations in Data Cloud] unit on Trailhead

[Create an Activation] article on Salesforce Help

### NEW QUESTION # 162

A consultant needs to publish segment data to the Audience DMO that can be retrieved using the Query APIs.

When creating the activation target, which type of target should the consultant select?

- A. External Activation Target
- B. Marketing Cloud

- C. Data Cloud
- D. Marketing Cloud Personalization

**Answer: C**

### NEW QUESTION # 163

How does identity resolution select attributes for unified individuals when there is conflicting information in the data model?

- A. Creates additional rulesets
- B. Leverages reconciliation rules
- C. Creates additional contact points
- D. Leverages match rules

**Answer: B**

Explanation:

Identity resolution is the process of creating unified profiles of individuals by matching and merging data from different sources. When there is conflicting information in the data model, such as different names, addresses, or phone numbers for the same person, identity resolution leverages reconciliation rules to select the most accurate and complete attributes for the unified profile. Reconciliation rules are configurable rules that define how to resolve conflicts based on criteria such as recency, frequency, source priority, or completeness. For example, a reconciliation rule can specify that the most recent name or the most frequent phone number should be selected for the unified profile. Reconciliation rules can be applied at the attribute level or the contact point level. References: Identity Resolution, Reconciliation Rules, Salesforce Data Cloud Exam Questions

### NEW QUESTION # 164

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