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Salesforce BA-201 Exam Syllabus Topics:

Section	Weight	Objectives
Collaboration with Stakeholders	23%	- Identify stakeholders and build effective relationships - Plan discovery activities based on stakeholder groups - Select appropriate communication and analysis techniques - Bridge gaps between business and technical teams
Customer Discovery	17%	- Assess current state of Salesforce usage - Analyze environment and identify constraints/opportunities - Identify business goals, strategies, and challenges - Align Salesforce capabilities with business needs - Understand role of Business Analyst in implementation lifecycle
Development Support and User Acceptance	12%	- Evaluate test results and confirm solution meets requirements - Document lessons learned and feedback - Define and plan user acceptance testing - Support development teams with clarification
User Stories and Acceptance Criteria	18%	- Write clear, testable acceptance criteria - Manage and maintain user story documentation - Define components of a well-formed user story
Business Process Mapping and Optimization	12%	- Identify improvement opportunities - Validate process designs with stakeholders - Design optimized processes aligned with Salesforce - Map existing business processes
Requirements Gathering and Management	18%	- Engage stakeholders to elicit, validate, and prioritize requirements - Document and maintain requirements in version control - Distinguish between scope, requirements, and user stories

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Salesforce Certified Business Analyst Sample Questions (Q282-Q287):

NEW QUESTION # 282

Northern Trail Outfitters wants to reduce the amount of time it takes for customers to receive their orders after making an online purchase.

Which initial steps should the business analyst take to help determine why the order management and fulfillment process is slow?

- A. Conduct interviews with stakeholders in the order management and fulfillment departments to identify individual pain points and brainstorm process improvement solutions.
- B. Create a process map that includes detailed steps related to order management and fulfillment, analyze the process map for inefficiencies, and present findings to leadership.
- C. Work with stakeholders to identify relevant processes, select a key process with defined start and end points, and collaborate with process owners and users to create a current state process map.

Answer: C

Explanation:

The initial steps that the business analyst should take to help determine why the order management and fulfillment process is slow are: Work with stakeholders to identify relevant processes, such as order placement, order confirmation, order processing, order shipping, order tracking, etc.

Select a key process with defined start and end points, such as order processing, which involves verifying customer information, checking inventory availability, allocating products, generating invoices, etc.

Collaborate with process owners and users to create a current state process map, which shows how the order processing process is currently performed in Salesforce, what steps or activities are involved, what inputs or outputs are used or produced, what decisions are made, what roles or systems are interacted with, etc.

These steps help to establish a baseline for measuring the current state of performance, identify pain points and opportunities for improvement, and align with the desired business outcomes. References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping>

NEW QUESTION # 283

Universal Containers is setting up a Salesforce email integration for the sales team. Through discovery conversations, the business analyst (BA) learns the operations team also needs email integration in the near future.

What should the BA do next?

- A. Start project work for the operations team.
- B. Include the operations team during discovery.
- C. Proceed with the sales team's project as planned.

Answer: B

Explanation:

When a business analyst learns that another team also needs email integration in the near future, they should include that team during discovery. This is because including all relevant stakeholders early in the project can help to identify common needs, avoid duplication of work, leverage synergies, and deliver value faster. The business analyst should invite the operations team to participate in discovery activities such as interviews, surveys, workshops, observations, etc., and capture their requirements, expectations, and feedback. The business analyst should also communicate the project scope, timeline, and risks to both teams and manage any changes or issues that may arise. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery>

NEW QUESTION # 284

As a part of discovery, the business analyst (BA) at Universal Containers is trying to understand how Salesforce was implemented. What should the BA utilize to help uncover any technical constraints or potential problems in a Salesforce implementation?

- A. Salesforce Optimizer
- B. Setup Audit Trail
- C. Reports and Dashboards

Answer: A

Explanation:

The tool that the business analyst should use to help uncover any technical constraints or potential problems in a Salesforce implementation is Salesforce Optimizer. Salesforce Optimizer is a feature that analyzes a Salesforce org and provides recommendations for improving its performance, security, usability, and maintenance. It can help the business analyst identify any issues or risks in a Salesforce implementation such as unused features or components, complex configurations or customizations, low adoption rates or user satisfaction scores, etc. Setup Audit Trail is a tool that monitors and logs changes made by administrators in Setup. It can help the business analyst track who made what changes and when, but not uncover any technical constraints or potential problems in a Salesforce implementation. Reports and Dashboards are tools that display data or metrics in visual formats such as charts or tables.

NEW QUESTION # 285

The data science team at Universal Containers (UC) has been asked to analyze the sales team's data within Salesforce. Early in their research, the data science team discovered concerns about data quality. UC has brought in a business analyst (BA) to help address the concern.

What should the BA focus on doing first during the initial discovery phase?

- A. Meet with the executive leadership team to accurately understand the business need.
- B. Understand and document the data quality issues reported by the data science team.
- C. Shadow the sales team to observe process for entering data into Accounts and Opportunities.

Answer: B

Explanation:

The first step that the business analyst should take during the initial discovery phase is to understand and document the data quality issues reported by the data science team. Data quality issues are problems or errors that affect the accuracy, completeness, consistency, timeliness, or validity of data in a system or database.

Data quality issues can negatively affect the analysis, reporting, decision making, or performance of a system or solution. The business analyst should understand and document the data quality issues reported by the data science team by asking questions, reviewing data samples, identifying root causes, and measuring impacts.

Understanding and documenting the data quality issues helps to define and prioritize the business problem or need, as well as propose and evaluate potential solutions. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery>

NEW QUESTION # 286

Universal Containers recently kicked off a project to build an Experience Cloud solution for partners. Partners need to upload their monthly sales reports to this account portal.

Which option should the business analyst use as the functional requirement specification?

- A. The portal should allow for partners to upload monthly sales reports.
- B. Partners need to submit monthly sales reports.
- C. The portal should allow for partners to access monthly sales reports.

Answer: A

Explanation:

A functional requirement specification is a statement that describes what a product or service must do or provide to meet user needs or business objectives. It should be clear, concise, testable, and measurable. The option B is an example of a functional requirement specification because it describes what the portal should do (allow for partners to upload monthly sales reports) without specifying how it should do it or why it should do it. References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/requirements>

NEW QUESTION # 287

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