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## Snowflake SnowPro Advanced: Data Analyst Certification Exam Sample Questions (Q30-Q35):

### NEW QUESTION # 30

You're building a Snowflake forecasting model to predict website traffic. Your dataset contains 'VISIT DATE (DATE)', 'PAGE VIEWS (NUMBER)', and 'PROMOTION FLAG' (BOOLEAN, indicating whether a promotion was active that day). You suspect that promotional periods significantly impact traffic, but need to account for days after a promotion that show residual impact. Which

of the following strategies can you employ to improve your forecasting model to handle promotion and their lagging effects. Select two correct options.

- A. Create a new feature called 'DAYS SINCE PROMOTION' that calculates the number of days since the last promotion. Include this feature in the model's INPUT.
- B. Use a simple moving average on the 'PAGE VIEWS' column over a 7-day period, ignoring the 'PROMOTION FLAG' entirely, as Snowflake's forecasting will automatically learn the promotional effects through the averaged data.
- C. Use the 'HOLIDAY\_DETECTION' parameter in the model creation statement. Snowflake will automatically detect promotions as holidays and incorporate them into the forecast.
- D. Create multiple lagged features for 'PROMOTION FLAG'. For example, 'PROMOTION FLAG LAG1' would be the 'PROMOTION FLAG' value from the previous day, from two days ago, and so on. Include these lagged features in the model's INPUT.
- E. Remove the 'PROMOTION FLAG' column entirely, as promotions introduce too much noise in the data and make accurate forecasting impossible.

**Answer: A,D**

Explanation:

Options A and C are correct. Option A helps the model directly capture the time elapsed since a promotion, allowing it to learn the decaying effect. Option C captures the lagged effects of promotions by including 'PROMOTION\_FLAG' values from previous days as separate features. Option B is incorrect because simple moving average is a bad approach that may not be able to learn complex patterns of promotion effects on forecasting data, moreover promotional periods will be ignored. Option D is incorrect as promotions are valuable signals, not noise. Option E is incorrect because Snowflake's 'HOLIDAY DETECTION' feature automatically deals with typical public holidays, not self defined promotional campaigns.

#### NEW QUESTION # 31

You are working with a table named 'PRODUCT DETAILS' that contains a 'PRICE' column stored as a VARCHAR. The data in this column has inconsistencies, including leading/trailing spaces, currency symbols (e.g., '\$', 'O'), and different decimal separators ('.' and ','). Additionally, some values are represented as 'N/A' or an empty string. You need to clean and validate this data to ensure the 'PRICE' column can be safely converted to a NUMERIC data type. Choose the set of SQL transformations that will correctly clean the PRICE column. (Select all that apply)

- A. `sql UPDATE PRODUCT_DETAILS SET PRICE = TRIM(PRICE);`
- B. `UPDATE PRODUCT_DETAILS SET PRICE = NULL WHERE PRICE IN ('N/A','');`
- C. `sql ALTER TABLE PRODUCT_DETAILS ALTER COLUMN PRICE SET DATA TYPE NUMBER (10,2);`
- D. `sql UPDATE PRODUCT_DETAILS SET PRICE = REPLACE(PRICE, ',', '.');`
- E. `UPDATE PRODUCT_DETAILS SET PRICE = REPLACE(PRICE, '$', '');`

**Answer: A,B,D,E**

Explanation:

This question requires multiple correct answers. Options A, B, C, and D are all necessary for cleaning the 'PRICE' column. Option A handles the 'N/A' and empty string values by setting them to NULL. Option B removes leading/trailing spaces using the 'TRIM' function. Option C removes currency symbols using 'REGEXP REPLACES'. Option D standardizes the decimal separator by replacing commas with periods using REPLACE. Option E is not correct because it attempts to change the data type of the 'PRICE' column, but the column is not yet cleaned to allow for successful conversion to a NUMERIC data type.

#### NEW QUESTION # 32

A large, complicated query is used to generate a data set for a report on the most recent month. It is taking longer than expected. A review of the Query Profile shows excessive spilling. How can the performance of the query be improved WITHOUT increasing costs?

- A. Run the query against zero-copy clones of the source tables to avoid contention with other queries.
- B. Create a materialized view clustered on a date column, on the table that is causing the spilling.
- C. Change the source tables into external tables to establish and take advantage of custom partitioning.
- D. Split the query into multiple steps, replacing Common Table Expressions (CTEs) with temporary tables to process the data in smaller batches.

**Answer: D**

Explanation:

In Snowflake, "spilling" occurs when the intermediate data required to process a query exceeds the available memory (RAM) of the virtual warehouse. When this happens, Snowflake "spills" the data first to the warehouse's local SSD and, if that fills up, to remote storage (e.g., S3 or Azure Blob). This significantly degrades performance due to increased I/O latency.

To resolve this without increasing costs (i.e., without scaling up to a larger warehouse size), an analyst must reduce the memory footprint of the query.

\* CTEs vs. Temporary Tables: While Common Table Expressions (CTEs) are excellent for readability, they are often treated as logical entities that the optimizer may re-evaluate multiple times or struggle to keep in memory during massive joins.

\* Batch Processing: By splitting a single monolithic query into multiple steps and storing intermediate results in temporary tables, the analyst forces the engine to clear its memory between steps. This process acts as a "checkpoint," effectively processing the data in smaller, more manageable batches that fit within the current warehouse's memory limits.

Evaluating the Options:

\* Option A is incorrect because spilling is a compute-resource issue, not a storage-lock or contention issue.

\* Option B is incorrect because materialized views and clustering incur background credit costs for maintenance, violating the "without increasing costs" constraint.

\* Option C is incorrect because external tables are generally slower than native Snowflake tables due to the lack of proprietary metadata and micro-partitioning.

### NEW QUESTION # 33

You are tasked with identifying potential data sources for a new marketing analytics dashboard. The dashboard needs to provide insights into customer behavior across various touchpoints. Which of the following would be the MOST appropriate data sources to consider?

- A. IoT sensor data containing temperature readings.
- B. Website clickstream data stored in AWS S3 buckets in Parquet format.
- C. Database containing HR employee data.
- D. Social media activity data ingested via a third-party API and stored in a relational database.
- E. Salesforce data containing customer interactions and sales opportunities.

**Answer: B,D,E**

Explanation:

Options A, B, and C are the most relevant data sources for a marketing analytics dashboard focused on customer behavior.

Website clickstream data (A) provides insights into user interactions on the website. Social media activity data (B) offers insights into customer sentiment and engagement. Salesforce data (C) provides information about customer interactions and sales opportunities. HR employee data (D) and IoT sensor data (E) are less relevant to customer behavior and marketing analytics.

### NEW QUESTION # 34

A ride-sharing company wants to analyze the density of ride requests in different city areas. They have a table 'RIDES' with a 'LOCATION' (GEOGRAPHY) column representing the pickup location of each ride. They want to divide the city into a grid of hexagonal cells and count the number of rides originating in each cell. Which sequence of steps would achieve this, assuming the 'city\_boundary' is defined and accessible as a GEOGRAPHY object?

- A. 1. Generate a grid of hexagonal GEOGRAPHY objects covering the 'city\_boundary' using 'ST\_HEXGRID'. 2. Use 'ST\_CONTAINS' to determine which hexagonal cell contains each ride. 3. Aggregate the ride counts for each cell.
- B. 1. Generate a grid of hexagonal GEOGRAPHY objects covering the 'city\_boundary' using 'ST\_HEXGRID'. 2. Use 'ST\_INTERSECTS' to determine which rides intersect with each hexagonal cell. 3. Aggregate the ride counts for each cell.
- C. 1. Generate a grid of hexagonal GEOGRAPHY objects covering the 'city\_boundary' using 'ST\_HEXGRID'. 2. Use 'ST\_WITHIN' to determine which hexagonal cell each ride falls within. 3. Aggregate the ride counts for each cell.
- D. 1. Generate a grid of rectangular GEOGRAPHY objects covering the 'city\_boundary' using 'ST\_RECT\_GRID'. 2. Use 'ST\_CONTAINS' to determine which rides fall within each rectangular cell. 3. Aggregate the ride counts for each cell.
- E. 1. Generate a grid of hexagonal GEOGRAPHY objects covering the 'city\_boundary' using 'ST\_SPHERE\_GRID'. 2. Use 'ST\_CONTAINS' to determine which rides fall within each hexagonal cell. 3. Aggregate the ride counts for each cell.

**Answer: A**

Explanation:

'ST\_HEXGRID' is the correct function for generating a hexagonal grid. 'ST\_CONTAINS' is used to check if a hexagonal cell contains a ride's location. Aggregating the ride counts for each cell provides the density information.



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