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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<ul style="list-style-type: none"> • Data Cloud Setup and Administration: This topic includes applying Data Cloud permissions, permission sets, org-wide settings. It describes and configures data stream types, and data bundles. Moreover, it discusses use cases for data spaces, creating data spaces, managing and administering Data Cloud using reports, dashboards, flows, packaging, data kits, diagnosing and exploring data using Data Explorer, Profile Explorer, and APIs.
Topic 3	<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 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.

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Salesforce Certified Data Cloud Consultant Sample Questions (Q112-Q117):

NEW QUESTION # 112

An analyst from Cloud Kicks needs to get quick Insights to determine the average sales per day during the past week. What should a consultant recommend?

- A. Lightning web component utilizing Query API
- B. salesforce flows
- C. Segment activation to Azure
- **D. Salesforce reports**

Answer: D

Explanation:

To help the analyst from Cloud Kicks determine the average sales per day during the past week, Salesforce Reports is the most efficient and straightforward solution. Here's a detailed breakdown:

Understanding Salesforce Reports :

Salesforce Reports is a native tool within the Salesforce platform that allows users to create, customize, and analyze data in various formats. It is particularly well-suited for quick insights and ad-hoc analysis without requiring complex development or integrations.

Why Not Other Options?

Option A (Salesforce Flows) : While Salesforce Flows is a powerful automation tool, it is not designed for analytical purposes.

Creating a flow to calculate average sales per day would require additional configuration and logic, making it unnecessarily complex for this use case.

Option B (Lightning Web Component Utilizing Query API) : Using a Lightning Web Component with the Query API involves custom development. While this approach is flexible, it is overkill for a simple analytical task like calculating average sales.

Option D (Segment Activation to Azure) : Segment activation refers to exporting segmented customer data to external platforms like Azure. This process is unrelated to generating quick insights and would introduce unnecessary complexity for this requirement.

How Salesforce Reports Can Be Used :

Step 1: Create a Report : Navigate to the Salesforce Reports tab and create a new report based on the relevant object (e.g., Opportunities or Orders).

Step 2: Filter by Date Range : Apply a filter to include only records from the past week. For example, set the "Close Date" field to

"Last Week." Step 3: Add Summary Fields : Use summary formulas or grouping to calculate total sales for each day. Then, compute the average sales per day by dividing the total sales by the number of days in the range.

Step 4: Run the Report : Execute the report to view the results instantly.

Salesforce Documentation Reference :

Salesforce's official documentation highlights that Reports are the go-to tool for analyzing and summarizing data quickly. They are designed to provide actionable insights without requiring advanced technical skills, making them ideal for tasks like calculating average sales.

By leveraging Salesforce Reports, the analyst can efficiently obtain the required insights without additional development or integration efforts.

NEW QUESTION # 113

A consultant is helping a beauty company ingest its profile data into Data Cloud. The company's source data includes several fields, such as eye color, skin type, and hair color, that are not fields in the standard Individual data model object (DMO).

What should the consultant recommend to map this data to be used for both segmentation and identity resolution?

- A. Duplicate the standard Individual DMO and add the additional fields.
- **B. Create custom fields on the standard Individual DMO.**
- C. Create a custom DMO from scratch that has all fields that are needed.
- D. Create a custom DMO with only the additional fields and map it to the standard Individual DMO.

Answer: B

Explanation:

Explanation

The best option to map the data to be used for both segmentation and identity resolution is to create custom fields on the standard Individual DMO. This way, the consultant can leverage the existing fields and functionality of the Individual DMO, such as identity resolution rulesets, calculated insights, and data actions, while adding the additional fields that are specific to the beauty company's data. Creating a custom DMO from scratch or duplicating the standard Individual DMO would require more effort and maintenance, and might not be compatible with the existing features of Data Cloud. Creating a custom DMO with only the additional fields and mapping it to the standard Individual DMO would create unnecessary complexity and redundancy, and might not allow the use of the custom fields for identity resolution. References:

* 1: Data Model Objects in Data Cloud

NEW QUESTION # 114

A retail customer wants to bring customer data from different sources and wants to take advantage of identity resolution so that it can be used in segmentation.

On which entity should this be segmented for activation membership?

- **A. Unified Individual**
- B. Unified Contact
- C. Individual
- D. Subscriber

Answer: A

Explanation:

Explanation

The correct answer is B, Unified Individual. A Unified Individual is a record that represents a customer across different data sources, created by applying identity resolution rulesets. Identity resolution rulesets are sets of match and reconciliation rules that define how to link and merge data from different sources based on common attributes. Data Cloud uses identity resolution rulesets to resolve data across multiple data sources and helps you create one record for each customer, regardless of where the data came from. A retail customer who wants to bring customer data from different sources and use identity resolution for segmentation should segment on the Unified Individual entity, which contains the resolved and consolidated customer data. The other options are incorrect because they do not represent the resolved customer data across different sources. A Subscriber is a record that represents a customer who has opted in to receive marketing communications. A Unified Contact is a record that represents a customer who has a relationship with a specific business unit. An Individual is a record that represents a customer's profile data from a single data source. References:

* Identity Resolution Ruleset Processing Results

- * Consider Data Implications for Segmentation
- * Prepare for your Salesforce Data Cloud Consultant Credential
- * AI-based Identity Resolution: Linking Diverse Customer Data

NEW QUESTION # 115

A consultant is building a segment to announce a new product launch for customers that have previously purchased black pants. How should the consultant place attributes for product color and product type from the Order Product object to meet this criteria?

- **A. Place the attributes for product color and product type in a single container.**
- B. Place the attributes for product and product type as direct attributes.
- C. Place an attribute for the "black" calculated insight to dynamically apply
- D. Place the attribute for product color in one container and the attribute for product type in another container.

Answer: A

Explanation:

To create a segment based on the product color and product type from the Order Product object, the consultant should place the attributes for product color and product type in a single container. This way, the segment will include only the customers who have purchased black pants, and not those who have purchased black shirts or blue pants. A container is a grouping of attributes that defines a segment of individuals based on a logical AND operation. Placing the attributes in separate containers would result in a segment that includes customers who have purchased any black product or any pants product, which is not the desired criteria. Placing an attribute for the "black" calculated insight would not work, because calculated insights are based on aggregated data and not individual-level data. Placing the attributes as direct attributes would not work, because direct attributes are used to filter individuals based on their profile data, not their order data. References:

- * Create a Segment in Data Cloud
- * Learn About Segmentation Tools
- * Salesforce Launches: Data Cloud Consultant Certification

NEW QUESTION # 116

A retailer wants to unify profiles using Loyalty ID which is different than the unique ID of their customers. Which object should the consultant use in identity resolution to perform exact match rules on the Loyalty ID?

- A. Loyalty Identification object
- B. Individual object
- **C. Party Identification object**
- D. Contact Identification object

Answer: C

Explanation:

The Party Identification object is the correct object to use in identity resolution to perform exact match rules on the Loyalty ID. The Party Identification object is a child object of the Individual object that stores different types of identifiers for an individual, such as email, phone, loyalty ID, social media handle, etc.

Each identifier has a type, a value, and a source. The consultant can use the Party Identification object to create a match rule that compares the Loyalty ID type and value across different sources and links the corresponding individuals.

The other options are not correct objects to use in identity resolution to perform exact match rules on the Loyalty ID. The Loyalty Identification object does not exist in Data Cloud. The Individual object is the parent object that represents a unified profile of an individual, but it does not store the Loyalty ID directly.

The Contact Identification object is a child object of the Contact object that stores identifiers for a contact, such as email, phone, etc., but it does not store the Loyalty ID.

References:

- Data Modeling Requirements for Identity Resolution
- Identity Resolution in a Data Space
- Configure Identity Resolution Rulesets
- Map Required Objects
- Data and Identity in Data Cloud

NEW QUESTION # 117

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