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Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">IT Management: This domain measures skills related to managing Tableau environments. It includes planning server upgrades, recommending deployment solutions (on-premise or cloud), and ensuring alignment between technical and business requirements for analytics infrastructure. It also involves troubleshooting and optimizing system performance relevant to Tableau Server and Cloud deployments.
Topic 2	<ul style="list-style-type: none">Data Visualization: This section evaluates the Tableau Consultant's ability to design effective visual analytics solutions. It involves creating dashboards and visual reports that enhance user understanding, employing techniques like dynamic actions and advanced chart types, and ensuring performance optimization for an interactive user experience.
Topic 3	<ul style="list-style-type: none">Data Analysis: This domain targets Tableau Consultants to plan and prepare data connections effectively. It includes recommending data transformation strategies, designing row-level security (RLS) data structures, and implementing advanced data connections such as Web Data Connectors and Tableau Bridge. Skills in specifying granularity and aggregation strategies for data sources across Tableau products are emphasized.

Topic 4	<ul style="list-style-type: none"> • Data Management: This part focuses on establishing governance and support for published content. Tableau Consultants are expected to manage data security, publish and maintain data sources and workbooks, and oversee content access. It includes applying governance best practices, using metadata APIs, and supporting administration functions to maintain data integrity and accessibility.
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Salesforce Certified Tableau Consultant Sample Questions (Q29-Q34):

NEW QUESTION # 29

A client has many published data sources in Tableau Server. The data sources use the same databases and tables. The client notices different departments give different answers to the same business questions, and the departments cannot trust the data. The client wants to know what causes data sources to return different data.

Which tool should the client use to identify this issue?

- **A. Tableau Catalog**
- B. Ask Data
- C. Tableau Resource Monitoring Tool
- D. Tableau Prep Conductor

Answer: A

Explanation:

The Tableau Catalog is part of the Tableau Data Management Add-on and is designed to help users understand the data they are using within Tableau. It provides a comprehensive view of all the data assets in Tableau Server or Tableau Online, including databases, tables, and fields. It can help identify issues such as data quality, data lineage, and impact analysis. In this case, where different departments are getting different answers to the same business questions, the Tableau Catalog can be used to track down inconsistencies and ensure that everyone is working from the same, reliable data source.

References: The recommendation for using Tableau Catalog is based on its features that support data discovery, quality, and governance, which are essential for resolving data inconsistencies across different departments¹².

When different departments report different answers to the same business questions using the same databases and tables, the issue often lies in how data is being accessed and interpreted differently across departments. Tableau Catalog, a part of Tableau Data Management, can be used to solve this problem:

Visibility: Tableau Catalog gives visibility into the data used in Tableau, showing users where data comes from, where it's used, and who's using it.

Consistency and Trust: It helps ensure consistency and trust in data by providing detailed metadata management that can highlight discrepancies in data usage or interpretation.

Usage Metrics and Lineage: It offers tools for tracking usage metrics and understanding data lineage, which can help in identifying why different departments might see different results from the same underlying data.

References:

Tableau Catalog Usage: The Catalog is instrumental in providing a detailed view of the data environment, allowing organizations to audit, track, and understand data discrepancies across different users and departments.

NEW QUESTION # 30

A client wants to produce a visualization to show quarterly profit growth and aggregated sales totals across a number of product

categories from the data provided below.

□ Which set of charts should the consultant use to meet the client's requirements?

- A. Gantt and bar charts
- B. Scatter plot and pie chart
- C. Line and bubble charts
- **D. Waterfall chart and tree map**

Answer: D

Explanation:

To effectively display quarterly profit growth and aggregated sales totals across different product categories, a combination of a Waterfall chart and a Tree Map is recommended:

* Waterfall Chart: This chart type is excellent for visualizing the sequential growth or decline of profits across different quarters for each sub-category. It clearly shows how profits accumulate over time, highlighting both positive and negative changes, which makes it ideal for tracking profit growth or decline through the quarters.

* Tree Map: A Tree Map can efficiently display aggregated sales totals where each block size represents the total sales of a product category, providing a quick, visually impactful comparison across categories. This is especially useful when the client wants to understand which categories contribute most to sales in a glanceable format.

Together, these charts provide a comprehensive overview of both profit trends over time (Waterfall Chart) and a comparative snapshot of sales performance across categories (Tree Map), meeting the client's need to analyze performance dynamics in a detailed yet consolidated manner.

References

These recommendations are based on common best practices for data visualization in Tableau, where specific chart types are chosen for their strengths in communicating certain types of data relationships and dynamics, as detailed in Tableau's official visualization guides.

NEW QUESTION # 31

A client has a database that stores widget inventory by day and it is updated on a nonstandard schedule as shown below.

□ They want a data visualization that shows widget inventory daily, however their business unit does not have the ability to modify the data warehouse structure.

What should the client do to achieve the desired result?

- A. Update the Widget Inventory Table to be a daily snapshot.
- **B. Use Tableau Prep to add new rows.**
- C. Use Tableau Desktop to visualize null values.
- D. Create a temporary table in the database.

Answer: B

Explanation:

For a client who needs a daily visualization of widget inventory but cannot modify the data warehouse structure, the best approach is to use Tableau Prep to add new rows. Tableau Prep can be used to manipulate the existing dataset by adding missing date entries and appropriately adjusting inventory counts based on available data. This allows the creation of a complete daily snapshot for visualization without needing changes to the underlying database structure.

NEW QUESTION # 32

A client is searching for ways to curate and document data in order to obtain data lineage. The client has a data source connected to a data lake.

Which tool should the consultant recommend to meet the client's requirements?

- A. Tableau Catalog without Tableau Data Management Add-on
- **B. Tableau Catalog with Tableau Data Management Add-on**
- C. Tableau Catalog with Tableau Server Management Add-on
- D. Tableau Prep Conductor

Answer: B

Explanation:

To effectively curate and document data for obtaining data lineage, particularly from a data source connected to a data lake, the recommended tool is:

Tableau Catalog with Tableau Data Management Add-on: This add-on enhances the capabilities of Tableau Catalog, providing extensive features for data management, including detailed data lineage, impact analysis, and metadata management.

Functionality: The Tableau Catalog with the Data Management Add-on allows users to see the full history and lineage of the data, trace its usage across all Tableau content, and understand dependencies. It also facilitates better governance and transparency in data handling.

Why Choose this Tool: For a client needing comprehensive data lineage and documentation capabilities, this add-on ensures that data stewards and users can maintain and utilize a well-managed data environment. It supports robust data governance practices necessary for large and complex data ecosystems like those typically associated with data lakes.

References

The recommendation is based on the functionalities offered by the Tableau Data Management Add-on, as described in Tableau's official documentation on managing and documenting data sources for enhanced governance and operational efficiency.

NEW QUESTION # 33

A multi-national company wants to have a Tableau dashboard that will provide country-level information for both its forecast summaries and year-on-year metrics. The company wants to toggle between these two views while leaving main key performance indicators (KPIs) visible on the main dashboard.

Which method is the most efficient in achieving the company's requirements?

- A. Create a parameter that accepts values from a list that contains "Forecast View" and "Year-on-Year View."
 - . Right-click the parameter and select Add to Sheet for both worksheets.
 - . Navigate back to the dashboard and to the upper corner of the two worksheets.
 - . Enable the Use as Filter option.
- B. Create a single worksheet with all the measures required for both the forecast summary and the year-on-year views.
 - . Create a Boolean parameter and a corresponding calculated field with the following calculation: True.
 - . Add a blank dashboard object and in the Layout tab, check the box for "Control visibility using value" and select the parameter you created.
- C. Create a dashboard with the sheets containing the main KPIs and the forecast summary worksheet.
 - . Duplicate this dashboard and replace the forecast view worksheet with the year-on-year metrics worksheet.
 - . Add navigation buttons to both dashboards.
- **D. Create a Boolean parameter with the two names of the views as aliases and a corresponding calculated field with the following calculation: True.**
 - . Add the forecast summary sheet to the dashboard and add the year-on-year metrics sheet to the same dashboard as a Floating dashboard object.**

Answer: D

Explanation:

. Add the calculated fields as a Detail under the Marks card of the floating view, create a "Change Parameter" action, and set the "Target Parameter" and "Source Fields" to the parameter and calculated field you created.

. Check the box for "Control visibility using value" in the Layout tab of the floating view and select the parameter you created.

Explanation:

The most efficient method for toggling between two views (forecast summaries and year-on-year metrics) while keeping main KPIs visible involves using a parameter and calculated fields for controlling visibility:

Create a Boolean Parameter: This parameter will have two aliases representing the two views ("Forecast View" and "Year-on-Year View"). This allows the user to select which view they wish to see directly from the dashboard.

Calculated Field: Create a calculated field that always returns True. This field acts as a constant placeholder to enable the visibility control tied to the parameter.

Dashboard Setup: Place both the forecast summary and the year-on-year metrics sheets on the dashboard. Set the year-on-year metrics sheet as a floating object over the forecast summary.

Visibility Control: Use the "Control visibility using value" option in the Layout tab for the floating year-on-year metrics view. Tie this setting to the Boolean parameter so that changing the parameter will show or hide this view without affecting the main KPIs displayed on the dashboard.

Interactivity: Implement a "Change Parameter" dashboard action where selecting different options in the dashboard (e.g., clicking on certain parts) triggers the parameter to change, thus toggling the visible view.

References

This method leverages Tableau's dashboard interactivity features including parameters, calculated fields, and visibility settings, as recommended in Tableau's user guide on dynamic dashboard design.

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