

Real Salesforce Analytics-Con-301 Questions - Verified By Experts



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Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<ul style="list-style-type: none">• Business Analysis: This section of the exam measures skills of Tableau Consultants focusing on evaluating the current state of analytics within an organization. It covers mapping business needs to Tableau capabilities, translating analytical requirements to best practices in Tableau, and recommending appropriate deployment options like Tableau Server or Tableau Cloud. It also includes evaluating existing data structures for supporting business needs and identifying performance risks and opportunities.

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Salesforce Certified Tableau Consultant Sample Questions (Q93-Q98):

NEW QUESTION # 93

SIMULATION

From the desktop, open the CC workbook. Use the US Population Estimates data source.

You need to shape the data in US Population Estimates by using Tableau Desktop. The data must be formatted as shown in the following table.

Field name	Data type
Sex	String
Origin	String
Race	String
Year	Number (whole)
Age	Number (whole)
Population	Number (whole)

Open the Population worksheet. Enter the total number of records contained in the data set into the Total Records parameter.

From the File menu in Tableau Desktop, click Save.

Answer:

Explanation:

See the complete Steps below in Explanation

Explanation:

To shape the data in the "US Population Estimates" data source and enter the total number of records into the "Total Records" parameter in Tableau Desktop, follow these steps:

Open the CC Workbook and Access the Worksheet:

From the desktop, double-click on the CC workbook to open it in Tableau Desktop.

Navigate to the Population worksheet by selecting its tab at the bottom of the window.

Format and Shape the Data:

Ensure the data types match those specified in the requirements: Sex, Origin, Race as strings; Year, Age, Population as whole numbers.

To verify or change the data type, click on the dropdown arrow next to each field name in the Data pane and select "Change Data Type" if necessary.

Calculate Total Number of Records:

Create a new calculated field named "Total Records". To do this, right-click in the Data pane and select "Create Calculated Field". Enter the formula `COUNT([Record ID])` or `SUM([Number of Records])` depending on how the data source identifies each row uniquely.

Drag this new calculated field onto the worksheet to display the total number of records.

Enter the Value into the Total Records Parameter:

Locate the "Total Records" parameter in the Data pane. Right-click on the parameter and select "Edit".

Manually enter the number displayed from the calculated field into the parameter, ensuring accuracy to meet the data shaping requirement.

Save Your Changes:

From the File menu, click 'Save' to ensure all your changes are stored.

References:

Tableau Desktop Guide: Provides detailed instructions on managing data types, creating calculated fields, and updating parameters.

Tableau Data Shaping Techniques: Outlines effective methods for manipulating and structuring data for analysis.

This process will ensure the data in the "US Population Estimates" is accurately shaped according to the specified format and that the total number of records is correctly calculated and entered into the designated parameter. This thorough approach ensures data integrity and accuracy in reporting.

NEW QUESTION # 94

A client has a sales dataset that contains fields named Customer ID, Region, Item, and Sales Amount. Each row represents a single

sale. There may be multiple sales for each Customer ID.
The client wants to visualize the average total customer sales by region.
Which Level of Detail (LOD) expression should a consultant recommend?

- A. {FIXED [Region]: AVG([Sales Amount])}
- B. {FIXED [Customer ID], [Region]: AVG([Sales Amount])}
- C. AVG({FIXED [Customer ID], [Region]: SUM([Sales Amount])})
- D. AVG({EXCLUDE [Region]: SUM([Sales Amount])})

Answer: C

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The requirement is:

- * Compute total sales per customer, not per transaction.
- * Then compute the average of those customer totals, grouped by region.

Tableau documentation states that FIXED LOD expressions are used to calculate values at a specific level of granularity regardless of the view.

To solve the business need:

Step 1:

Calculate total customer sales for each Customer ID within each Region:

{ FIXED [Customer ID], [Region] : SUM([Sales Amount]) }

This produces one number per customer per region.

Step 2:

Compute the average of those totals:

AVG({ FIXED [Customer ID], [Region] : SUM([Sales Amount]) })

This yields:

Average total customer sales by region

This is exactly option C.

Why the other options are incorrect:

- * A. EXCLUDE Region: Would combine regions and incorrectly calculate overall totals.
- * B. FIXED Region: AVG(Sales Amount): Computes average of line-level sales, not customer totals.
- * D. FIXED Customer ID + Region: AVG(Sales Amount): Averages individual transactions, not customer totals.

Only option C matches the required two-step logic.

- * LOD Expressions: FIXED for computing customer-level aggregates.
- * Nested LOD usage for first calculating customer totals, then averaging them at a higher level.
- * Tableau guidance: SUM inside FIXED for per-customer totals, AVG outside for averaging customers.

NEW QUESTION # 95

A client is using Tableau to visualize data by leveraging security token-based credentials. Suddenly, sales representatives in the field are reporting that they cannot access the necessary workbooks. The client cannot recreate the error from their offices, but they have seen screenshots from the field agents. The client wants to restore functionality for the field agents with minimal disruption.

Which step should the consultant recommend to accomplish the client's goal?

- A. Ask the workbook owners to republish the workbooks to refresh the security token.
- B. Ensure that "Allow Refresh Access" was checked when the data source was published.
- C. Renew the security token via the Data Connection on Tableau Server.
- D. Change the data source permissions for the connection to "Prompt User."

Answer: C

Explanation:

When field agents are unable to access workbooks due to issues with security token-based credentials, the most immediate and least disruptive solution is to renew the security token. This can be done through the Data Connection settings on Tableau Server.

Renewing the token will restore access for the field agents without requiring them to take any action or affecting other users.

References: The use of personal access tokens (PATs) in Tableau and the procedure for renewing them are documented in Tableau's official resources. It is noted that PATs are long-lived authentication tokens that can be revoked and renewed to manage access securely¹. Additionally, there have been discussions in the Tableau Community regarding issues with concurrent PAT access, which further supports the need to manage tokens effectively².

NEW QUESTION # 96

An analyst needs to interactively set a reference date to drive table calculations without leaving a view. Which action should the analyst use?

- A. Highlight action
- B. Running action
- C. Filter action
- **D. Parameter action**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Tableau's documentation on Parameter Actions states that they allow users to interactively update a parameter directly from the view-without opening the parameter control box.

To "interactively set a reference date" that drives a table calculation:

- * A parameter must hold that reference date.
- * A parameter action allows clicking or selecting a mark in the view to update the parameter value.
- * Table calculations can then reference that parameter to change their computation dynamically.

Filter actions modify which data is shown, not a reference date.

Running actions change sheets, not computation parameters.

Highlight actions visually accent marks but do not set values.

Thus, parameter actions are the only mechanism that meets the requirement.

- * Parameter Actions overview describing interactive parameter updates.
- * Use cases where parameter actions drive table calculations.
- * Action type comparison showing that only parameter actions update a computation value.

NEW QUESTION # 97

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

Answer: A

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 # 98

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