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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	• Act on Data: This topic defines activations and their basic use cases, using attributes and related attributes, identifying and analyzing timing dependencies affecting the Data Cloud lifecycle. Additionally it focuses on troubleshooting common problems with activations, and using data actions, including their requirements and intended use cases.
Topic 2	• 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.
Topic 3	• 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.

Salesforce Certified Data Cloud Consultant Sample Questions (Q43-Q48):

NEW QUESTION # 43

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

Answer: D

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 data1. 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. Reference:

1: Data Model Objects in Data Cloud

NEW QUESTION # 44

Cumulus Financial is currently using Data Cloud and ingesting transactional data from its backend system via an S3 Connector in upsert mode. During the initial setup six months ago, the company created a formula field in Data Cloud to create a custom classification. It now needs to update this formula to account for more classifications.

What should the consultant keep in mind with regard to formula field updates when using the S3 Connector?

- A. Data Cloud will update the formula for all records at the next incremental upsert refresh.
- B. Data Cloud does not support formula field updates for data streams of type upsert.
- C. Data Cloud will initiate a full refresh of data from $3 and will update the formula on all records.
- D. Data Cloud will only update the formula on a go-forward basis for new records.

Answer: A

Explanation:

A formula field is a field that calculates a value based on other fields or constants. When using the S3 Connector to ingest data from an Amazon S3 bucket, Data Cloud supports creating and updating formula fields on the data lake objects (DLOs) that store the data from the S3 source. However, the formula field updates are not applied immediately, but rather at the next incremental upsert refresh of the data stream. An incremental upsert refresh is a process that adds new records and updates existing records from the S3 source to the DLO based on the primary key field. Therefore, the consultant should keep in mind that the formula field updates will affect both new and existing records, but only after the next incremental upsert refresh of the data stream. The other options are

incorrect because Data Cloud does not initiate a full refresh of data from S3, does not update the formula only for new records, and does support formula field updates for data streams of type upsert. References: Create a Formula Field, Amazon S3 Connection, Data Lake Object

NEW QUESTION # 45
A customer creates a large segment of customers that placed orders in the last 30 days, and adds related attributes from the... to the activation. Upon checking the activation in Marketing Cloud, they notice It contains orders that are older than 30 days.
What should a consultant do to resolve this issue?

- A. use data graphs that contain only 30 days of data.
- B. Apply a data space fitter to exclude orders older than 30 days.
- C. Apply a filter to Purchase Order Date to exclude orders older than 30 days.
- D. Use SQL in Marketing Cloud Engagement to remove orders older than 30 days.

Answer: C

Explanation:
The issue arises because the activated segment in Marketing Cloud contains orders older than 30 days, despite the segment being defined to include only recent orders. The best solution is to apply a filter to the Purchase Order Date to exclude older orders.
Here's why:
Understanding the Issue
The segment includes related attributes from the purchase order data.
Despite filtering for orders placed in the last 30 days, older orders are appearing in the activation.
Why Apply a Filter to Purchase Order Date?
Root Cause :
The related attributes (e.g., purchase order details) may not be filtered by the same criteria as the segment.
Without a specific filter on the Purchase Order Date , older orders may inadvertently be included.
Solution Approach :
Applying a filter directly to the Purchase Order Date ensures that only orders within the desired timeframe are included in the activation.
Other Options Are Less Suitable :
A . Use data graphs that contain only 30 days of data : Data graphs are not typically used to filter data for activations.
B . Apply a data space filter to exclude orders older than 30 days : Data space filters apply globally and may unintentionally affect other use cases.
D . Use SQL in Marketing Cloud Engagement to remove orders older than 30 days : This is a reactive approach and does not address the root cause in Data Cloud.
Steps to Resolve the Issue
Step 1: Review the Segment Definition
Confirm that the segment filters for orders placed in the last 30 days.
Step 2: Add a Filter to Purchase Order Date
Modify the activation configuration to include a filter on the Purchase Order Date , ensuring only orders within the last 30 days are included.
Step 3: Test the Activation
Publish the segment again and verify that the activation in Marketing Cloud contains only the desired orders.
Conclusion
By applying a filter to the Purchase Order Date , the consultant ensures that only orders placed in the last 30 days are included in the activation, resolving the issue effectively.

NEW QUESTION # 46
Which method should a consultant use when performing aggregations in windows of 15 minutes on data collected via the Interaction SDK or Mobile SDK?

- A. Calculated insight
- B. Batch transform
- C. Formula fields
- D. Streaming insight

Answer: D

Explanation:
Streaming insight is a method that allows you to perform aggregations in windows of 15 minutes on data collected via the Interaction SDK or Mobile SDK. Streaming insight is a feature that enables you to create real-time metrics and insights based on streaming data from various sources, such as web, mobile, or IoT devices. Streaming insight allows you to define aggregation rules, such as count, sum, average, min, max, or percentile, and apply them to streaming data in time windows of 15 minutes. For example, you can use streaming insight to calculate the number of visitors, the average session duration, or the conversion rate for your website or app in 15-minute intervals. Streaming insight also allows you to visualize and explore the aggregated data in dashboards, charts, or tables.
References: Streaming Insight, Create Streaming Insights

NEW QUESTION # 47
A client wants to bring in loyalty data from a custom object in Salesforce CRM that contains a point balance for accrued hotel points and airline points within the same record. The client wants to split these point systems into two separate records for better tracking and processing.
What should a consultant recommend in this scenario?

- A. Create a junction object in Salesforce CRM and modify the ingestion strategy.
- B. Use batch transforms to create a second data lake object.
- C. Create a data kit from the data lake object and deploy it to the same Data Cloud org.
- D. Clone the data source object.

Answer: B

Explanation:
Batch transforms are a feature that allows creating new data lake objects based on existing data lake objects and applying transformations on them. This can be useful for splitting, merging, or reshaping data to fit the data model or business requirements. In this case, the consultant can use batch transforms to create a second data lake object that contains only the airline points from the original loyalty data object. The original object can be modified to contain only the hotel points. This way, the client can have two separate records for each point system and track and process them accordingly. References: Batch Transforms, Create a Batch Transform

NEW QUESTION # 48
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