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Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details

Topic 1	• 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.
Topic 2	• 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.
Topic 3	• 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	• 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.

Salesforce Certified Tableau Consultant Sample Questions (Q14-Q19):

NEW QUESTION # 14
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. Create a temporary table in the database.
- B. Use Tableau Desktop to visualize null values.
- C. Update the Widget Inventory Table to be a daily snapshot.
- D. Use Tableau Prep to add new rows.

Answer: D

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 # 15
An analyst needs to interactively set a reference date to drive table calculations without leaving a view.
Which action should the analyst use?

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

Answer: A

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 # 16
A client requests a published Tableau data source that is connected to SQL Server. The client needs to leverage the multiple tables option to create an extract. The extract will include partial data from the SQL Server data source.
Which action will reduce the amount of data in the extract?

- A. Define the filters by using custom SQL.
- B. Set up the extract as an incremental refresh.
- C. Use an extract filter.
- D. Aggregate the extract to the visible dimensions.

Answer: C

Explanation:
Using an extract filter is an effective way to reduce the amount of data in a Tableau extract. Extract filters allow you to specify a subset of the data to include, which can significantly decrease the size of the extract by excluding unnecessary data. This is particularly useful when you only need partial data from a larger SQL Server data source.
References: The recommendation to use extract filters to reduce data size is supported by Tableau's best practices for optimizing extracts. These practices suggest keeping the extract's data set short through filtering1. Additionally, discussions in the Tableau Community confirm that hiding fields and using extract filters before extracting data can help reduce the extract size2.
When dealing with large datasets in SQL Server and needing to create a manageable extract in Tableau, using an extract filter is the most direct and effective method to limit the data included:
Extract Filter: This involves setting filters that apply directly when the data is extracted from the source. This means that only the data meeting the specified criteria will be extracted and loaded into Tableau, significantly reducing the size of the extract.
To apply an extract filter, in the Data Source page in Tableau, drag the fields you want to filter by to the Filters shelf. Then, configure the desired filter criteria. When you create the extract, choose the option to "Add Filters to Extract" and select the configured filters. This ensures that only the data that meets these conditions is extracted from the SQL Server.
This approach not only minimizes the data volume but also speeds up performance in Tableau because it processes a smaller subset of the full dataset.
References
This procedure is described in detail in Tableau's help documentation on managing extracts and optimizing performance by using extract filters, which is recommended for scenarios involving large datasets or when specific subsets of data are required for analysis.

NEW QUESTION # 17
A client calculates the percent of total sales for a particular region compared to all regions.
The Sales percentage is inadvertently recalculated each time the filter is applied to the Region.
Which calculation should fix the automatic recalculation on the % of total field?

- A. {FIXED [Region]: SUM([Sales])}
- B. {FIXED [Region]: SUM([Sales])} / {FIXED :SUM([Sales])}
- C. {FIXED [Region]: SUM([Sales])} / SUM([Sales])
- D. {FIXED [Region]: SUM([Sales])} / { [Sales] }

Answer: B

Explanation:
The problem:

The client wants:
Percent of total sales for each region compared to ALL regions,
even when Region is filtered.
However, the calculation currently behaves like a table calculation:
SUM([Sales]) / TOTAL(SUM([Sales]))
This recalculates the total after Region filters are applied, so removing a region changes the denominator.
Tableau Documentation - How to prevent recalculation:
To keep percent-of-total unchanged when filtering, Tableau's recommended method is to use FIXED LOD expressions to lock the granularity.
Two values must be fixed:
* Numerator: Sales for that specific region{ FIXED [Region] : SUM([Sales]) }
* Denominator: Total sales across all regions, independent of filters{ FIXED : SUM([Sales]) }(FIXED with no dimension = entire data set) Then compute the percentage:
{ FIXED [Region] : SUM([Sales]) } / { FIXED : SUM([Sales]) }
This ensures:
* The region sales remain accurate.
* The overall total remains constant, even if filters remove regions.
* Region filtering no longer recalculates percent-of-total.
Why the other options are incorrect:
A). {FIXED [Region]: SUM([Sales])} / SUM([Sales])
The denominator is still affected by filters # recalculates % of total.
B). {FIXED [Region]: SUM([Sales])} / { [Sales] }
{[Sales]} is not valid syntax and does not fix granularity.
D). {FIXED [Region]: SUM([Sales])}
This gives only the numerator - no percent-of-total calculation.
The only correct LOD solution is option C.
* Tableau LOD Expression Guide: FIXED for filter-independent calculations.
* Tableau Percent-of-Total Best Practices: use FIXED LOD to avoid recalculation when filters change.
* Order of Operations: FIXED LODs occur before dimension filters, keeping totals stable.

NEW QUESTION # 18
SIMULATION
Use the following login credentials to sign in
to the virtual machine:
Username: Admin
Password:
The following information is for technical
support purposes only:
Lab Instance: 40201223
To access Tableau Help, you can open the
Help.pdf file on the desktop.
From the desktop, open the CC workbook.
Open the Categorical Sales worksheet.
You need to use table calculations to
compute the following:
. For each category and year, calculate
the average sales by segment.
. Create another calculation to
compute the year-over-year
percentage change of the average
sales by category calculation. Replace
the original measure with the year-
over-year percentage change in the
crosstab.
From the File menu in Tableau Desktop, click
Save.

Answer:

Explanation:
See the complete Steps below in Explanation
Explanation:
To compute the required calculations and update the worksheet in Tableau Desktop, follow these steps:
Compute Average Sales by Segment for Each Category and Year:
Open the CC workbook and navigate to the Categorical Sales worksheet.
Drag the 'Sales' field to the Rows shelf if it's not already there.
Drag the 'Segment' field to the Rows shelf as well, placing it next to 'Category' and 'Year'.
Right-click on the 'Sales' field in the Rows shelf and select 'Quick Table Calculation' > 'Average'. This will compute the average sales for each segment within each category and year.
Create a Calculation for Year-over-Year Percentage Change:
Right-click in the data pane and select 'Create Calculated Field'.
Name the calculated field something descriptive, e.g., "YoY Sales Change".
Enter the formula to calculate the year-over-year percentage change:
(ZN(SUM([Sales])) - LOOKUP(ZN(SUM([Sales])), -1)) / ABS(LOOKUP(ZN(SUM([Sales])), -1)) Click 'OK' to save the calculated field.
Replace the Original Measure with the Year-over-Year Percentage Change in the Crosstab:
Remove the original 'Sales' measure from the view by dragging it off the Rows shelf.
Drag the newly created "YoY Sales Change" calculated field to the Rows shelf where the 'Sales' field was originally.
Format the "YoY Sales Change" field to display as a percentage. Right-click on the field in the Rows shelf, select 'Format', and adjust the number format to percentage.
Save Your Changes:
From the File menu, click 'Save' to ensure all your changes are stored.
References:
Tableau Help: Offers guidance on creating calculated fields and using table calculations.
Tableau Desktop User Guide: Provides instructions on formatting and saving worksheets.
These steps allow you to manipulate data within Tableau effectively, using table calculations to analyze trends and changes in sales data by category and segment over years.

NEW QUESTION # 19
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