

# Data-Cloud-Consultant–100% Free Passing Score | Excellent Salesforce Certified Data Cloud Consultant Latest Test Pdf



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## Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>• 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.</li></ul>

## Data-Cloud-Consultant Latest Test Pdf, Data-Cloud-Consultant Exam Topic

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### Salesforce Certified Data Cloud Consultant Sample Questions (Q145-Q150):

#### NEW QUESTION # 145

Which data model subject area should be used for any Organization, Individual, or Member in the Customer 360 data model?

- A. Membership
- B. Global Account
- C. Party
- D. Engagement

**Answer: C**

Explanation:

Explanation

The data model subject area that should be used for any Organization, Individual, or Member in the Customer

360 data model is the Party subject area. The Party subject area defines the entities that are involved in any business transaction or relationship, such as customers, prospects, partners, suppliers, etc. The Party subject area contains the following data model objects (DMOs):

\* Organization: A DMO that represents a legal entity or a business unit, such as a company, a department, a branch, etc.

\* Individual: A DMO that represents a person, such as a customer, a contact, a user, etc.

\* Member: A DMO that represents the relationship between an individual and an organization, such as an employee, a customer, a partner, etc.

The other options are not data model subject areas that should be used for any Organization, Individual, or Member in the Customer 360 data model. The Engagement subject area defines the actions that people take, such as clicks, views, purchases, etc. The Membership subject area defines the associations that people have with groups, such as loyalty programs, clubs, communities, etc. The Global Account subject area defines the hierarchical relationships between organizations, such as parent-child, subsidiary, etc.

References:

\* Data Model Subject Areas

\* Party Subject Area

\* Customer 360 Data Model

#### NEW QUESTION # 146

Northern Trail Outfitters uploads new customer data to an Amazon S3 Bucket on a daily basis to be ingested in Data Cloud.

In what order should each process be run to ensure that freshly imported data is ready and available to use for any segment?

- A. Calculated Insight > Refresh Data Stream > Identity Resolution
- B. Identity Resolution > Refresh Data Stream > Calculated Insight
- C. Refresh Data Stream > Identity Resolution > Calculated Insight
- D. Refresh Data Stream > Calculated Insight > Identity Resolution

**Answer: C**

Explanation:

To ensure that freshly imported data from an Amazon S3 Bucket is ready and available to use for any segment, the following processes should be run in this order:

\* Refresh Data Stream: This process updates the data lake objects in Data Cloud with the latest data from the source system. It can

be configured to run automatically or manually, depending on the data stream

\* settings1. Refreshing the data stream ensures that Data Cloud has the most recent and accurate data from the Amazon S3 Bucket.

\* Identity Resolution: This process creates unified individual profiles by matching and consolidating source profiles from different data streams based on the identity resolution ruleset. It runs daily by default, but can be triggered manually as well2. Identity resolution ensures that Data Cloud has a single view of each customer across different data sources.

\* Calculated Insight: This process performs calculations on data lake objects or CRM data and returns a result as a new data object. It can be used to create metrics or measures for segmentation or analysis purposes3. Calculated insights ensure that Data Cloud has the derived data that can be used for personalization or activation.

References:

\* 1: Configure Data Stream Refresh and Frequency - Salesforce

\* 2: Identity Resolution Ruleset Processing Results - Salesforce

\* 3: Calculated Insights - Salesforce

### NEW QUESTION # 147

Cumulus Financial uses Service Cloud as its CRM and stores mobile phone, home phone, and work phone as three separate fields for its customers on the Contact record. The company plans to use Data Cloud and ingest the Contact object via the CRM Connector.

What is the most efficient approach that a consultant should take when ingesting this data to ensure all the different phone numbers are properly mapped and available for use in activation?

- A. Ingest the Contact object and use streaming transforms to normalize the phone numbers from the Contact data stream into a separate Phone data lake object (DLO) that contains three rows, and then map this new DLO to the Contact Point Phone data map object.
- B. Ingest the Contact object and create formula fields in the Contact data stream on the phone numbers, and then map to the Contact Point Phone data map object.
- C. Ingest the Contact object and then create a calculated insight to normalize the phone numbers, and then map to the Contact Point Phone data map object.
- D. Ingest the Contact object and map the Work Phone, Mobile Phone, and Home Phone to the Contact Point Phone data map object from the Contact data stream.

**Answer: A**

Explanation:

Explanation

The most efficient approach that a consultant should take when ingesting this data to ensure all the different phone numbers are properly mapped and available for use in activation is B. Ingest the Contact object and use streaming transforms to normalize the phone numbers from the Contact data stream into a separate Phone data lake object (DLO) that contains three rows, and then map this new DLO to the Contact Point Phone data map object. This approach allows the consultant to use the streaming transforms feature of Data Cloud, which enables data manipulation and transformation at the time of ingestion, without requiring any additional processing or storage. Streaming transforms can be used to normalize the phone numbers from the Contact data stream, such as removing spaces, dashes, or parentheses, and adding country codes if needed. The normalized phone numbers can then be stored in a separate Phone DLO, which can have one row for each phone number type (work, home, mobile). The Phone DLO can then be mapped to the Contact Point Phone data map object, which is a standard object that represents a phone number associated with a contact point.

This way, the consultant can ensure that all the phone numbers are available for activation, such as sending SMS messages or making calls to the customers.

The other options are not as efficient as option B. Option A is incorrect because it does not normalize the phone numbers, which may cause issues with activation or identity resolution. Option C is incorrect because it requires creating a calculated insight, which is an additional step that consumes more resources and time than streaming transforms. Option D is incorrect because it requires creating formula fields in the Contact data stream, which may not be supported by the CRM Connector or may cause conflicts with the existing fields in the Contact object. References: Salesforce Data Cloud Consultant Exam Guide, Data Ingestion and Modeling, Streaming Transforms, Contact Point Phone

### NEW QUESTION # 148

What is Data Cloud's primary value to customers?

- A. To provide a unified view of a customer and their related data
- B. To connect all systems with a golden record

- C. To create a single source of truth for all anonymous data
- D. To create personalized campaigns by listening, understanding, and acting on customer behavior

**Answer: A**

Explanation:

Explanation

Data Cloud is a platform that enables you to activate all your customer data across Salesforce applications and other systems. Data Cloud allows you to create a unified profile of each customer by ingesting, transforming, and linking data from various sources, such as CRM, marketing, commerce, service, and external data providers. Data Cloud also provides insights and analytics on customer behavior, preferences, and needs, as well as tools to segment, target, and personalize customer interactions. Data Cloud's primary value to customers is to provide a unified view of a customer and their related data, which can help you deliver better customer experiences, increase loyalty, and drive growth. References: Salesforce Data Cloud, When Data Creates Competitive Advantage

### NEW QUESTION # 149

A Data Cloud consultant is working with data that is clean and organized. However, the various schemas refer to a person by multiple names - such as user, contact, and subscriber - and need a standard mapping.

Which term describes the process of mapping these different schema points into a standard data model?

- A. Transform
- B. Segment
- C. Unify
- **D. Harmonize**

**Answer: D**

Explanation:

Introduction to Data Harmonization:

\* Data harmonization is the process of bringing together data from different sources and making it consistent.

### NEW QUESTION # 150

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