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Salesforce Data-Architect certification exam is ideal for professionals who work with data architecture and management within the Salesforce ecosystem. This includes data architects, data analysts, data engineers, and data scientists. Data-Architect Exam is also suitable for individuals who have experience working with Salesforce data and want to take their skills to the next level.

Salesforce Certified Data Architect Sample Questions (Q135-Q140):

NEW QUESTION # 135

Universal Containers (UC) is migrating data from legacy system to Salesforce. During data analysis it was discovered that data types of fields being migrated do not match with Salesforce data types.

Which solution should a data architect use to ensure successful data migrations?

- A. Export legacy data into CSV files and leverage data loader to load data into Salesforce.
- B. Migrate legacy data to a staging database for mapping then leverage an ETL tool to transform the data and load into Salesforce.
- C. Export legacy data into the staging database and leverage stored procedures to transform data types before loading into Salesforce.
- **D. Migrate the legacy data leveraging an ETL tool to transform data types and load data into Salesforce.**

Answer: D

Explanation:

According to this article, migrating the legacy data leveraging an ETL tool to transform data types and load data into Salesforce can be a way to ensure successful data migrations. The article states that ETL tools can help with data cleansing, mapping, transformation, and loading, and that they can handle different data types and formats. The article also provides some best practices for data migration, such as identifying the data to migrate, creating templates for the data, preparing the destination org, and validating the data.

NEW QUESTION # 136

Universal Containers (UC) loads bulk leads and campaigns from third-party lead aggregators on a weekly and monthly basis. The expected lead record volume is 500K records per week, and the expected campaign records volume is 10K campaigns per week. After the upload, Lead records are shared with various sales agents via sharing rules and added as Campaign members via Apex triggers on Lead creation. UC agents work on leads for 6 months, but want to keep the records in the system for at least 1 year for reference. Compliance requires them to be stored for a minimum of 3 years. After that, data can be deleted. What statement is true with respect to a data archiving strategy for UC?

- A. UC can leverage the Salesforce Data Backup and Recovery feature for data archival needs.
- B. UC can store long-term lead records in custom storage objects to avoid counting against storage limits.
- C. UC can leverage recycle bin capability, which guarantees record storage for 15 days after deletion.
- **D. UC can leverage a "tier"-based approach to classify the record storage need.**

Answer: D

Explanation:

Leveraging a "tier"-based approach to classify the record storage need is a true statement with respect to a data archiving strategy for UC. This approach involves defining different tiers of data based on their usage, value, and retention policies, and then applying appropriate storage and archiving solutions for each tier.

NEW QUESTION # 137

Universal Containers (UC) uses the following Salesforce products:

Sales Cloud for customer management.

Marketing Cloud for marketing.

Einstein Analytics for business reporting.

UC occasionally gets a list of prospects from third-party source as comma-separated values (CSV) files for marketing purposes. Historically, UC would load contact Lead object in Salesforce and sync to Marketing Cloud to send marketing communications. The number of records in the Lead object has grown over time and has been consuming large amounts of storage in Sales Cloud, UC is looking for recommendations to reduce the storage and advice on how to optimize the marketing Cloud to send marketing communications. The number of records in the Lead object has grown over time and has been consuming large amounts of storage in Sales Cloud, UC is looking for recommendations to reduce the storage and advice on how to optimize the marketing process. What should a data architect recommend to UC in order to immediately avoid storage issues in the future?

- A. Continue to use the existing process to use Lead object to sync with Marketing Cloud and delete Lead records from Sales after the sync is complete.
- B. Load the contacts directly to Marketing Cloud and have a reconciliation process to track prospects that are converted to customers.
- **C. Load the CSV files in Einstein Analytics and sync with Marketing Cloud prior to sending marketing communications ;**
- D. Load the CSV files in an external database and sync with Marketing Cloud prior to sending marketing communications.

Answer: C

NEW QUESTION # 138

Universal Containers has defined a new Data Quality Plan for their Salesforce data and wants to know how they can enforce it throughout the organization. Which two approaches should an architect recommend to enforce this new plan?

Choose 2 answers

- A. Schedule reports that will automatically catch duplicates and merge or delete the records every week.
- **B. Use Workflow, Validation Rules, and Force.com code (Apex) to enforce critical business processes.**
- C. Store all data in an external system and set up an integration to Salesforce for view -only access.
- **D. Schedule a weekly dashboard displaying records that are missing information to be sent to managers for review.**

Answer: B,D

Explanation:

Scheduling a weekly dashboard displaying records that are missing information to be sent to managers for review and using Workflow, Validation Rules, and Force.com code (Apex) to enforce critical business processes are two approaches that an architect should recommend to enforce the new Data Quality Plan for UC's Salesforce data. Scheduling a weekly dashboard can provide a regular and visual way of monitoring the data quality and identifying any gaps or issues that need to be addressed by the managers or users. Using Workflow, Validation Rules, and Apex can provide various ways of enforcing data quality standards and business logic by automating actions, displaying error messages, or executing custom code when users create or edit records. The other options are not suitable or helpful for enforcing the Data Quality Plan, as they would either not provide real-time feedback, not prevent data quality issues, or not leverage the capabilities of Salesforce

NEW QUESTION # 139

A large retail B2C customer wants to build a 360 view of its customer for its call center agents. The customer interaction is currently maintained in the following system:

1. Salesforce CRM
3. Customer Master Data management (MDM)
4. Contract Management system
5. Marketing solution

What should a data architect recommend that would help upgrade uniquely identify customer across multiple systems:

- **A. Create a custom field as external id to maintain the customer Id from the MDM solution.**
- B. Create a custom object that will serve as a cross reference for the customer id.
- C. Create a customer data base and use this id in all systems.
- D. Store the salesforce id in all the solutions to identify the customer.

Answer: A

Explanation:

To help uniquely identify customer across multiple systems, a data architect should recommend creating a custom field as external ID to maintain the customer ID from the MDM solution. An external ID is a custom field that has the "External ID" attribute enabled, which means that it contains unique record identifiers from a system outside of Salesforce. By using the customer ID from the MDM solution as an external ID in Salesforce CRM, Contract Management system, and Marketing solution, the data architect can ensure that each customer can be easily identified and integrated across these systems. Option A is incorrect because storing the Salesforce ID in all the solutions to identify the customer will not work if the customer records are created or updated in other systems besides Salesforce CRM. Option B is incorrect because creating a custom object that will serve as a cross reference for the customer ID will require additional configuration effort and may not be consistent with the actual customer records in each system. Option C is incorrect because creating a customer database and using this ID in all systems will require additional infrastructure cost and maintenance effort.

NEW QUESTION # 140

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