

# Data-Cloud-Consultant Detail Explanation | Data-Cloud-Consultant Valid Test Vce Free



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

Topic	Details
Topic 1	<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>
Topic 2	<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 3	<ul style="list-style-type: none"> <li>Data Cloud Setup and Administration: This topic includes applying Data Cloud permissions, permission sets, org-wide settings. It describes and configures data stream types, and data bundles. Moreover, it discusses use cases for data spaces, creating data spaces, managing and administering Data Cloud using reports, dashboards, flows, packaging, data kits, diagnosing and exploring data using Data Explorer, Profile Explorer, and APIs.</li> </ul>
Topic 4	<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 5	<ul style="list-style-type: none"> <li>Identity Resolution: It describes matching and how its rule sets are applied. Furthermore, it discusses reconciling data and its rule sets, the results of identity resolution, and use cases.</li> </ul>

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## Salesforce Certified Data Cloud Consultant Sample Questions (Q131-Q136):

### NEW QUESTION # 131

Cumulus Financial created a segment called Multiple Investments that contains individuals who have invested in two or more mutual funds.

The company plans to send an email to this segment regarding a new mutual fund offering, and wants to personalize the email content with information about each customer's current mutual fund investments.

How should the Data Cloud consultant configure this activation?

- A. Include Fund Name and Fund Type by default for post processing in the target system.
- B. Choose the Multiple Investments segment, choose the Email contact point, add related attribute Fund Name, and add related attribute filter for Fund Type equal to "Mutual Fund".
- C. Include Fund Type equal to "Mutual Fund" as a related attribute. Configure an activation based on the new segment with no additional attributes.
- D. Choose the Multiple Investments segment, choose the Email contact point, and add related attribute Fund Type.

**Answer: B**

Explanation:

To personalize the email content with information about each customer's current mutual fund investments, the Data Cloud consultant needs to add related attributes to the activation. Related attributes are additional data fields that can be sent along with the segment to the target system for personalization or analysis purposes. In this case, the consultant needs to add the Fund Name attribute, which contains the name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to "Mutual Fund" to ensure that only relevant data is sent. The other options are not correct because:

A). Including Fund Type equal to "Mutual Fund" as a related attribute is not enough to personalize the email content. The consultant also needs to include the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in.

C). Adding related attribute Fund Type is not enough to personalize the email content. The consultant also needs to add the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to "Mutual Fund" to ensure that only relevant data is sent.

D). Including Fund Name and Fund Type by default for post processing in the target system is not a valid option. The consultant needs to add the related attributes and filters during the activation configuration in Data Cloud, not after the data is sent to the target system. References: Add Related Attributes to an Activation

- Salesforce, Related Attributes in Activation - Salesforce, Prepare for Your Salesforce Data Cloud Consultant Credential

### NEW QUESTION # 132

What is the result of a segmentation criteria filtering on City | Is Equal To | 'San Jose'?

- A. Cities only containing 'San Jose' or 'san jose'
- B. Cities only containing 'San Jose' or 'San Jose'
- C. Cities only containing 'San Jose' or 'san jose'
- D. Cities containing 'San Jose', 'San Jose', 'san jose', or 'san jose'

**Answer: A**

Explanation:

The result of a segmentation criteria filtering on City | Is Equal To | 'San Jose' is cities only containing 'San Jose' or 'san jose'. This is because the segmentation criteria is case-sensitive and accent-sensitive, meaning that it will only match the exact value that is entered in the filter. Therefore, cities containing 'San Jose', 'san jose', or 'San Jose' will not be included in the result, as they do not match the filter value exactly. To include cities with different variations of the name 'San Jose', you would need to use the OR operator and add multiple filter values, such as 'San Jose' OR 'San Jose' OR 'san jose' OR 'san jose'

2. References: Segmentation Criteria, Segmentation Operators

### NEW QUESTION # 133

A retailer wants to unify profiles using Loyalty ID which is different than the unique ID of their customers.

Which object should the consultant use in identity resolution to perform exact match rules on the Loyalty ID?

- A. Loyalty Identification object
- B. Contact Identification object
- C. Individual object
- **D. Party Identification object**

**Answer: D**

Explanation:

Explanation

The Party Identification object is the correct object to use in identity resolution to perform exact match rules on the Loyalty ID. The Party Identification object is a child object of the Individual object that stores different types of identifiers for an individual, such as email, phone, loyalty ID, social media handle, etc. Each identifier has a type, a value, and a source. The consultant can use the Party Identification object to create a match rule that compares the Loyalty ID type and value across different sources and links the corresponding individuals.

The other options are not correct objects to use in identity resolution to perform exact match rules on the Loyalty ID. The Loyalty Identification object does not exist in Data Cloud. The Individual object is the parent object that represents a unified profile of an individual, but it does not store the Loyalty ID directly. The Contact Identification object is a child object of the Contact object that stores identifiers for a contact, such as email, phone, etc., but it does not store the Loyalty ID.

References:

- \* Data Modeling Requirements for Identity Resolution
- \* Identity Resolution in a Data Space
- \* Configure Identity Resolution Rulesets
- \* Map Required Objects
- \* Data and Identity in Data Cloud

#### **NEW QUESTION # 134**

A company wants to include certain personalized fields in an email by including related attributes during the activation in Data Cloud. It notices that some values, such as purchased product names, do not have consistent casing in Marketing Cloud Engagement. For example, purchased product names appear as follows: Jacket, jacket, shoes, SHOES. The company wants to normalize all names to proper case and replace any null values with a default value.

How should a consultant fulfill this requirement within Data Cloud?

- **A. Create one batch data transform that creates a new DLO.**
- B. Create one batch data transform per data stream.
- C. Use formula fields when ingesting at the data stream level.
- D. Create a streaming insight with a data action.

**Answer: A**

Explanation:

To normalize purchased product names (e.g., converting casing to proper case and replacing null values with a default value) within Salesforce Data Cloud, the best approach is to create a batch data transform that generates a new DLO. Here's the detailed explanation:

Understanding the Problem :

The company wants to ensure that product names in Marketing Cloud Engagement are consistent and properly formatted. The inconsistencies in casing (e.g., "Jacket," "jacket," "shoes," "SHOES") and the presence of null values need to be addressed before activation.

Why Batch Data Transform?

A batch data transform allows you to process large volumes of data in bulk, making it ideal for cleaning and normalizing datasets. By creating a new DLO, you ensure that the original data remains intact while providing a clean, transformed dataset for downstream use cases like email personalization.

Steps to Implement This Solution :

Step 1: Navigate to the Data Streams section in Salesforce Data Cloud and identify the data stream containing the purchased product names.

Step 2: Create a new batch data transform by selecting the relevant data stream as the source.

Step 3: Use transformation functions to normalize the product names:

Apply the PROPER() function to convert all product names to proper case.

Use the COALESCE() function to replace null values with a default value (e.g., "Unknown Product").

Step 4: Configure the batch data transform to output the results into a new DLO . This ensures that the transformed data is stored separately from the original dataset.

Step 5: Activate the new DLO for use in Marketing Cloud Engagement. Ensure that the email templates pull product names from the transformed DLO instead of the original dataset.

Why Not Other Options?

- A . Create a streaming insight with a data action: Streaming insights are designed for real-time processing and are not suitable for bulk transformations like normalizing casing or replacing null values.
  - B . Use formula fields when ingesting at the data stream level: Formula fields are useful for simple calculations but are limited in scope and cannot handle complex transformations like null value replacement. Additionally, modifying the ingestion process may not be feasible if the data stream is already in use.
  - C . Create one batch data transform per data stream: This approach is inefficient and redundant. Instead of creating multiple transforms, a single batch transform can handle all the required changes and output a unified, clean dataset.
- By creating a batch data transform that generates a new DLO, the company ensures that the product names are consistently formatted and ready for use in personalized emails, improving the overall customer experience.

### NEW QUESTION # 135

Which two dependencies prevent a data stream from being deleted?

Choose 2 answers

- A. The underlying data lake object is used in activation.
- **B. The underlying data lake object is mapped to a data model object.**
- **C. The underlying data lake object is used in a data transform.**
- D. The underlying data lake object is used in segmentation.

**Answer: B,C**

Explanation:

To delete a data stream in Data Cloud, the underlying data lake object (DLO) must not have any dependencies or references to other objects or processes. The following two dependencies prevent a data stream from being deleted1:

Data transform: This is a process that transforms the ingested data into a standardized format and structure for the data model. A data transform can use one or more DLOs as input or output. If a DLO is used in a data transform, it cannot be deleted until the data transform is removed or modified2.

Data model object: This is an object that represents a type of entity or relationship in the data model. A data model object can be mapped to one or more DLOs to define its attributes and values. If a DLO is mapped to a data model object, it cannot be deleted until the mapping is removed or changed3.

1: Delete a Data Stream article on Salesforce Help

2: [Data Transforms in Data Cloud] unit on Trailhead

3: [Data Model in Data Cloud] unit on Trailhead

### NEW QUESTION # 136

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