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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

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

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Salesforce Certified Data Cloud Consultant Sample Questions (Q84-Q89):

NEW QUESTION # 84

When creating a segment on an individual, what is the result of using two separate containers linked by an AND as shown below?

GoodsProduct | Count | At Least | 1

Color | Is Equal To | red

AND

GoodsProduct | Count | At Least | 1

PrimaryProductCategory | Is Equal To | shoes

- A. Individuals who made a purchase of at least one 'red shoes' and nothing else
- B. Individuals who purchased at least one of any 'red' product or purchased at least one pair of 'shoes'
- C. Individuals who purchased at least one of any red product and also purchased at least one pair of 'shoes'
- D. Individuals who purchased at least one 'red shoes' as a single line item in a purchase

Answer: C

Explanation:

When creating a segment on an individual, using two separate containers linked by an AND means that the individual must satisfy both the conditions in the containers. In this case, the individual must have purchased at least one product with the color attribute equal to 'red' and at least one product with the primary product category attribute equal to 'shoes'. The products do not have to be the same or purchased in the same transaction. Therefore, the correct answer is A.

The other options are incorrect because they imply different logical operators or conditions. Option B implies that the individual must have purchased a single product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes'. Option C implies that the individual must have purchased only one product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes' and no other products. Option D implies that the individual must have purchased either one product with the color attribute equal to 'red' or one product with the primary product category attribute equal to 'shoes' or both, which is equivalent to using an OR operator instead of an AND operator.

References:

- * Create a Container for Segmentation
- * Create a Segment in Data Cloud
- * Navigate Data Cloud Segmentation

NEW QUESTION # 85

Cumulus Financial needs to create a composite key on an incoming data source that combines the fields Customer Region and Customer Identifier.

Which formula function should a consultant use to create a composite key when a primary key is not available in a data stream?

- A. COMBIN
- B. COALE
- C. CAST
- D. CONCAT

Answer: D

Explanation:

* Composite Keys in Data Streams: When working with data streams in Salesforce Data Cloud, there may be situations where a primary key is not available. In such cases, creating a composite key from multiple fields ensures unique identification of records.

* Formula Functions: Salesforce provides several formula functions to manipulate and combine data fields. Among them, the CONCAT function is used to combine multiple strings into one.

* Creating Composite Keys: To create a composite key using CONCAT, a consultant can combine the values of Customer Region and Customer Identifier into a single unique identifier.

Example Formula: CONCAT(Customer_Region, Customer_Identifier)

* Reference:

Salesforce Documentation: Formula Functions

Salesforce Data Cloud Guide

NEW QUESTION # 86

A consultant is reviewing a recent activation using engagement-based related attributes but is not seeing any related attributes in their payload for the majority of their segment members.

Which two areas should the consultant review to help troubleshoot this issue?

Choose 2 answers

- A. The activated profiles have a Unified Contact Point.
- B. The activations are referencing segments that segment on profile data rather than engagement data.
- C. The correct path is selected for the related attributes.
- D. The related engagement events occurred within the last 90 days.

Answer: C,D

Explanation:

Engagement-based related attributes are attributes that describe the interactions of a person with an email message, such as opens, clicks, unsubscribes, etc. These attributes are stored in the Engagement data model object (DMO) and can be added to an activation to send more personalized communications. However, there are some considerations and limitations when using engagement-based related attributes, such as:

* For engagement data, activation supports a 90-day lookback window. This means that only the attributes from the engagement events that occurred within the last 90 days are considered for activation. Any records outside of this window are not included in the activation payload. Therefore, the consultant should review the event time of the related engagement events and make sure they are within the lookback window.

* The correct path to the related attributes must be selected for the activation. A path is a sequence of DMOs that are connected by relationships in the data model. For example, the path from Individual to

* Engagement is Individual -> Email -> Engagement. The path determines which related attributes are available for activation and how they are filtered. Therefore, the consultant should review the path selection and make sure it matches the desired related attributes and filters.

The other two options are not relevant for this issue. The activations can reference segments that segment on profile data rather than engagement data, as long as the activation target supports related attributes. The activated profiles do not need to have a Unified Contact Point, which is a unique identifier for a person across different data sources, to activate engagement-based related attributes. References: Add Related Attributes to an Activation, Related Attributes in Data Cloud activation have no values, Explore the Engagement Data Model Object

NEW QUESTION # 87

A bank collects customer data for its loan applicants and high net worth customers. A customer can be both a loan applicant and a high net worth customer, resulting in duplicate data.

How should a consultant ingest and map this data in Data Cloud?

- A. Ingest the data into one DLO and then map to one custom DMO.
- B. Use a data transform to consolidate the data into one DLO and then map it to the individual and Contact Point Email DMOs.
- C. Ingest the data into two DLOs and then map to two custom DMOs.
- D. Ingest the data into two DLOs and map each to the individual and Contact point Email DMOs.

Answer: D

Explanation:

To handle duplicate data for customers who are both loan applicants and high net worth individuals, the consultant should ingest the data into two separate Data Lake Objects (DLOs) and map them to the Individual and Contact Point Email Data Model Objects (DMOs). Here's why and how this works:

Understanding the Problem :

Customers may exist in both datasets (loan applicants and high net worth individuals), leading to potential duplication.

To avoid redundancy while maintaining data integrity, the data must be ingested and mapped carefully.

Why Two DLOs?

By ingesting the data into two DLOs, you can maintain separation between the two datasets while still leveraging shared attributes (e.g., email addresses).

Mapping both DLOs to the Individual and Contact Point Email DMOs ensures that identity resolution can consolidate duplicate records based on shared identifiers like email.

Steps to Implement This Solution :

Step 1: Create two DLOs-one for loan applicants and another for high net worth customers.

Step 2: Map both DLOs to the Individual DMO to consolidate customer profiles.

Step 3: Map the email fields from both DLOs to the Contact Point Email DMO to enable identity resolution based on email addresses.

Step 4: Configure identity resolution rules to merge duplicate records based on shared attributes like email.

Why Not Other Options?

A . Use a data transform to consolidate the data into one DLO: Consolidating into a single DLO before mapping would lose the distinction between the two datasets and make it harder to manage updates or changes.

C . Ingest the data into two DLOs and then map to two custom DMOs: Creating custom DMOs is unnecessary complexity when the standard Individual and Contact Point Email DMOs can handle this scenario.

D . Ingest the data into one DLO and then map to one custom DMO: Using a single DLO would result in data loss or confusion, as the distinction between loan applicants and high net worth customers would be lost.

By using two DLOs and mapping them to the standard DMOs, the consultant ensures clean data ingestion and effective identity resolution.

NEW QUESTION # 88

Cumulus Financial uses Data Cloud to segment banking customers and activate them for direct mail via a Cloud File Storage activation. The company also wants to analyze individuals who have been in the segment within the last 2 years.

Which Data Cloud component allows for this?

- A. Segment exclusion
- B. Calculated insights
- C. Nested segments
- D. Segment membership data model object

Answer: D

Explanation:

Data Cloud allows customers to analyze the segment membership history of individuals using the Segment Membership data model object. This object stores information about when an individual joined or left a segment, and can be used to create reports and dashboards to track segment performance over time. Cumulus Financial can use this object to filter individuals who have been in the segment within the last 2 years and compare them with other metrics.

The other options are not Data Cloud components that allow for this analysis. Segment exclusion is a feature that allows customers to remove individuals from a segment based on another segment. Nested segments are segments that are created from other segments using logical operators. Calculated insights are derived attributes that are created from existing data using formulas.

Reference:

Segment Membership Data Model Object

Data Cloud Reports and Dashboards

Create a Segment in Data Cloud

NEW QUESTION # 89

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