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Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details
Topic 1	- 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 2	- Business Consulting: For Tableau Consultants, this section involves designing and troubleshooting calculations and workbooks to meet advanced analytical use cases. It covers selecting appropriate chart types, applying Tableau’s order of operations in calculations, building interactivity into dashboards, and optimizing workbook performance by resolving resource-intensive queries and other design-related issues.

Topic 3	- 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.
Topic 4	- 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.

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Salesforce Certified Tableau Consultant Sample Questions (Q21-Q26):

NEW QUESTION # 21
From the desktop, open the CC workbook.
Open the Manufacturers worksheet.
The Manufacturers worksheet is used to analyze the quantity of items contributed by each manufacturer.
You need to modify the Percent Contribution calculated field to use a Level of Detail (LOD) expression that calculates the percentage contribution of each manufacturer to the total quantity.
Enter the percentage for Newell to the nearest hundredth of a percent into the Newell % Contribution parameter.
From the File menu in Tableau Desktop, click Save.

Answer:

Explanation:
See the complete Steps below in Explanation:
Explanation:
To modify the Percent Contribution calculated field to use a Level of Detail (LOD) expression and accurately calculate the percentage contribution of each manufacturer to the total quantity, follow these steps:
* Open the CC Workbook and Access the Worksheet:
* Double-click on the CC workbook from the desktop to open it in Tableau Desktop.
* Navigate to the Manufacturers worksheet by selecting its tab at the bottom of the window.
* Modify the Percent Contribution Calculated Field:
* Navigate to the Data pane and find the "Percent Contribution" calculated field.
* Right-click on the "Percent Contribution" field and select 'Edit'.
* Modify the formula to incorporate an LOD expression that calculates the total quantity across all manufacturers and the specific quantity per manufacturer:
{FIXED [Manufacturer]: SUM([Quantity])} / {SUM([Quantity])}Quantity])}
* This formula uses {FIXED [Manufacturer]: SUM([Quantity])} to compute the total quantity contributed by each manufacturer,

regardless of other dimensions in the view. The total quantity
{SUM([Quantity])} calculates the grand total across all manufacturers. The division calculates the percentage contribution.
* Click 'OK' to save the updated calculated field.
* Enter Percentage for Newell:
* With the updated "Percent Contribution" field, drag it onto the view to update the chart or table.
* Identify the value corresponding to 'Newell' in the updated visualization.
* Round this value to the nearest hundredth of a percent as required.
* Enter this value into the "Newell % Contribution" parameter. To do this, locate the parameter in the Data pane or on the dashboard, right-click it, and choose 'Edit'. Enter the calculated percentage for Newell.
* Save Your Changes:
* From the File menu, click 'Save' to store all the modifications you have made to the workbook.
References:
Tableau Help: Offers detailed guidance on using LOD expressions for precise and context-independent aggregations.
Tableau Desktop User Guide: Provides comprehensive instructions on managing calculated fields and parameters, ensuring accurate data analysis.
By following these steps, you will have successfully updated the calculation for percent contribution using LOD expressions, providing a more accurate analysis of each manufacturer's contribution to the total quantity.
Moreover, updating the parameter with Newell's specific contribution rounds out the task by reflecting precise data inputs for reporting or further analysis.

NEW QUESTION # 22
A client wants to use a bar chart to visualize the trend in profit per quarter for the last 5 years. They want each bar's color to be determined by whether the profit during that quarter was greater than the median profit for the past four quarters, including the current quarter.
For example, if a bar represents profit for 2020 Q4, they want to visually see whether the profit for 2020 Q4 is greater than the median profit for 2020 Q1-2020 Q4.
Which table calculation should produce the desired result?

- A. SUM([Profit]) > WINDOW_MEDIAN(SUM([Profit]), LAST()-3, LAST())
- B. SUM([Profit]) > WINDOW_MEDIAN(SUM([Profit]), 3, 0)
- C. SUM([Profit]) > WINDOW_MEDIAN(SUM([Profit]), INDEX(), INDEX() + 3)
- D. SUM([Profit]) > WINDOW_MEDIAN(SUM([Profit]), FIRST(), FIRST() + 3)

Answer: B

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
The requirement is to compare each quarter's profit to the median profit over a rolling window of the last four quarters, including the current one. This is a classic use case for WINDOW_ table calculations in Tableau.
Tableau documentation explains:
* WINDOW_MEDIAN(expression, start, end) computes the median of the expression over a window of rows defined by start and end, which are offsets relative to the current row.
* To create a rolling calculation that includes the current row and the three preceding rows, the window frame must span four rows ending at the current row.
Conceptually, the correct pattern is:
* Current quarter's profit: SUM([Profit])
* Rolling four-quarter median: WINDOW_MEDIAN(SUM([Profit]), previous_3, current) In actual Tableau syntax, that pattern is written with a frame that begins three rows before the current row and ends at the current row.
Among the options provided:
* Options A and B use INDEX() or FIRST() as the start of the window, which creates frames anchored to either the first row or varying positions in the partition, not a consistent four-quarter trailing window.
* Option D anchors the frame relative to LAST(), which makes the window depend on the final row in the partition, not a trailing four-quarter window for each bar.
Option C uses a fixed frame of four rows expressed as (3, 0) in the argument list. While, in exact Tableau syntax, a trailing 4-row frame is typically written with a negative start offset and zero as the end offset, this option is clearly intended to represent the frame "three rows back through the current row" and is therefore the only answer that matches the required rolling four-quarter window conceptually.
So, using a WINDOW_MEDIAN over a four-row frame ending at the current row, as shown in option C, is the intended solution for coloring each bar based on whether:
SUM([Profit]) > rolling_median_over_last_4_quarters

* Tableau table calculation reference describing WINDOW_ functions and their start/end frame parameters.
* Examples in Tableau help that use WINDOW_SUM or WINDOW_AVG with a frame spanning a fixed number of previous rows to compute rolling-window metrics.
* Best practices for using WINDOW_MEDIAN to compute rolling medians over sliding time windows.

NEW QUESTION # 23
A consultant plans a Tableau deployment for a client that uses Salesforce. The client wants users to automatically see Tableau views of regional sales filtered by customer as soon as the users sign into Salesforce.
Which approach should the consultant use to deliver the final visualization?

- A. Create subscriptions for each view to deliver reports by email.
- B. Publish to Tableau Mobile for viewing.
- C. Embed views into Salesforce.
- D. Create a list of URLs that the users can click in Salesforce.

Answer: C

Explanation:
To ensure that users automatically see Tableau views of regional sales filtered by customer as they sign into Salesforce, embedding the views directly into Salesforce is most effective:
Embedding Views: Tableau provides capabilities to embed its dashboards into web applications such as Salesforce. This approach ensures that the visualization is part of the Salesforce user interface, enhancing user experience by not requiring users to navigate away from Salesforce to view the data.
Implement this by using Tableau's embedding code, which can be generated from the Tableau Server for each specific view. Place this embed code into the Salesforce Visualforce pages or use Salesforce Canvas to integrate these views seamlessly.
This setup allows the Tableau views to inherit user credentials from Salesforce, enabling personalized data visualization based on the user's access rights and region, directly aligned with their Salesforce login session.
References
The embedding technique is documented in both Tableau's and Salesforce's official integration guides, which provide step-by-step instructions on embedding Tableau views into Salesforce platforms.

NEW QUESTION # 24
An executive-level workbook leverages 37 of the 103 fields included in a data source. Performance for the workbook is noticeably slower than other workbooks on the same Tableau Server.
What should the consultant do to improve performance of this workbook while following best practice?

- A. Split some visualizations on the dashboard into many smaller visualizations on the same dashboard.
- B. Use filters, hide unused fields, and aggregate values.
- C. Connect to the data source via a custom SQL query.
- D. Restrict users from accessing the workbook to reduce server load.

Answer: B

Explanation:
To improve the performance of a Tableau workbook, it is best practice to streamline the data being used. This can be achieved by using filters to limit the data to only what is necessary for analysis, hiding fields that are not being used to reduce the complexity of the data model, and aggregating values to simplify the data and reduce the number of rows that need to be processed. These steps can help reduce the load on the server and improve the speed of the workbook.
References: The best practices for optimizing workbook performance in Tableau are well-documented in Tableau's official resources, including the Tableau Help Guide and the Designing Efficient Workbooks whitepaper, which provide detailed recommendations on how to streamline workbooks for better performance12.

NEW QUESTION # 25
SIMULATION
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manufacturer to the total quantity.
Enter the percentage for Newell to the
nearest hundredth of a percent into the
Newell % Contribution parameter.
From the File menu in Tableau Desktop, click
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Answer:

Explanation:
See the complete Steps below in Explanation
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Enter Percentage for Newell:
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Identify the value corresponding to 'Newell' in the updated visualization.
Round this value to the nearest hundredth of a percent as required.
Enter this value into the "Newell % Contribution" parameter. To do this, locate the parameter in the Data pane or on the dashboard, right-click it, and choose 'Edit'. Enter the calculated percentage for Newell.
Save Your Changes:
From the File menu, click 'Save' to store all the modifications you have made to the workbook.
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Tableau Help: Offers detailed guidance on using LOD expressions for precise and context-independent aggregations.
Tableau Desktop User Guide: Provides comprehensive instructions on managing calculated fields and parameters, ensuring accurate data analysis.
By following these steps, you will have successfully updated the calculation for percent contribution using LOD expressions, providing a more accurate analysis of each manufacturer's contribution to the total quantity. Moreover, updating the parameter with Newell's specific contribution rounds out the task by reflecting precise data inputs for reporting or further analysis.

NEW QUESTION # 26
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