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Salesforce Certified Data Architect Sample Questions (Q175-Q180):

NEW QUESTION # 175

Universal Containers (UC) maintains a collection of several million Account records that represent business in the United States. As a logistics company, this list is one of the most valuable and important components of UC's business, and the accuracy of shipping addresses is paramount. Recently it has been noticed that too many of the addresses of these businesses are inaccurate, or the businesses don't exist. Which two scalable strategies should UC consider to improve the quality of their Account addresses?

- A. Integrate with a third-party database or services for address validation and enrichment.
- B. Contact each business on the list and ask them to review and update their address information.
- C. Leverage Data.com Clean to clean up Account address fields with the D&B database.

- D. Build a team of employees that validate Accounts by searching the web and making phone calls.

Answer: A,C

NEW QUESTION # 176

UC is rolling out Sales App globally to bring sales teams together on one platform. UC expects millions of opportunities and accounts to be created and is concerned about the performance of the application.

Which 3 recommendations should the data architect make to avoid the data skew? Choose 3 answers.

- A. Assign 10000 opportunities to one account.
- B. Limit associating 10000 opportunities to one account.
- C. Limit assigning one user 10000 records ownership.
- D. Limit associating 10000 records looking up to same records.
- E. Use picklist fields rather than lookup to custom object.

Answer: B,C,D

Explanation:

Data skew occurs when a large number of child records are associated with a single parent record, or when a single user owns a large number of records. This can cause performance issues and lock contention. To avoid data skew, the data architect should limit assigning one user 10,000 records ownership, limit associating 10,000 opportunities to one account, and limit associating 10,000 records looking up to the same record.

NEW QUESTION # 177

Developers at Universal Containers need to build a report for the business which displays Accounts opened in the past year grouped by industry. This report will also include information from contacts, opportunities, and orders. There are several million Accounts in the system. Which two options should be recommended to make this report perform well and satisfy the business need?

- A. Use Formula fields to surface information I related entities on the report.
- B. Use unbounded date ranges to filter the report.
- C. Use an indexed data field with bounded data filters.
- D. Use triggers to populate denormalized related fields on the Account.

Answer: B,C

NEW QUESTION # 178

Northern Trail Outfitters (NTO) plans to maintain contact preferences for customers and employees. NTO has implemented the following:

1. Customers are Person Accounts for their retail business.
2. Customers are represented as Contacts for their commercial business.
3. Employees are maintained as Users.
4. Prospects are maintained as Leads.

NTO needs to implement a standard communication preference management model for Person Accounts, Contacts, Users, and Leads.

Which option should the data architect recommend NTO to satisfy this requirement?

- A. Use Individual objects to maintain the preferences with relationships to Lead, Person Account, and Users.
- B. Create a custom object to maintain preferences and build relationships to Lead, Person Account, and Users.
- C. Create custom fields for contact preferences in Lead, Person Account, and Users objects.
- D. Create case for contact preferences, and use this to validate the preferences for Lead, Person Accounts, and Users.

Answer: A

NEW QUESTION # 179

NTO has a loyalty program to reward repeat customers. The following conditions exist:

1. Reward levels are earned based on the amount spent during the previous 12 months.

2.The program will track every item a customer has bought and grant them points for discount.

3.The program generates 100 million records each month.

NTO customer support would like to see a summary of a customer's recent transaction and reward level(s) they have attained.

Which solution should the data architect use to provide the information within the salesforce for the customer support agents?

- A. Provide a button so that the agent can quickly open the point of sales system displaying the customer history.
- B. Capture the reward program data in an external data store and present the 12 months trailing summary in salesforce using salesforce connect and then external object.
- **C. Create a custom big object to capture the reward program data and display it on the contact record and update nightly from the point-of-scale system.**
- D. Create a custom object in salesforce to capture and store all reward program. Populate nightly from the point-of-scale system, and present on the customer record.

Answer: C

Explanation:

According to the Get Started with Big Objects unit on Trailhead, one of the use cases for custom big objects is to store and manage loyalty program data for customers. The unit states that "From loyalty programs to transactions, order, and billing information, use a custom big object to keep track of every detail." Therefore, a custom big object can be used to capture the reward program data and display it on the contact record.

Additionally, according to the Big Objects Implementation Guide, big objects can handle massive amounts of data (up to billions of records) and can be updated nightly from external systems using Bulk API or batch Apex. Therefore, a custom big object can meet the requirements of NTO's loyalty program scenario.

NEW QUESTION # 180

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