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Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q151-Q156):

NEW QUESTION # 151

Which two requirements must be met for a calculated insight to appear in the segmentation canvas?

Choose 2 answers

- A. The calculated insight must contain a dimension including the Individual or Unified Individual Id.
- B. The metrics of the calculated insights must only contain numeric values.
- C. The primary key of the segmented table must be a dimension in the calculated insight.
- D. The primary key of the segmented table must be a metric in the calculated insight.

Answer: A,C

Explanation:

A calculated insight is a custom metric or measure that is derived from one or more data model objects or data lake objects in Data Cloud. A calculated insight can be used in segmentation to filter or group the data based on the calculated value. However, not all calculated insights can appear in the segmentation canvas. There are two requirements that must be met for a calculated insight to appear in the segmentation canvas:

The calculated insight must contain a dimension including the Individual or Unified Individual Id. A dimension is a field that can be used to categorize or group the data, such as name, gender, or location. The Individual or Unified Individual Id is a unique identifier for each individual profile in Data Cloud. The calculated insight must include this dimension to link the calculated value to the individual profile and to enable segmentation based on the individual profile attributes.

The primary key of the segmented table must be a dimension in the calculated insight. The primary key is a field that uniquely identifies each record in a table. The segmented table is the table that contains the data that is being segmented, such as the Customer or the Order table. The calculated insight must include the primary key of the segmented table as a dimension to ensure that the calculated value is associated with the correct record in the segmented table and to avoid duplication or inconsistency in the segmentation results.

Create a Calculated Insight, Use Insights in Data Cloud, Segmentation

NEW QUESTION # 152

Northern Trail Outfitters has the following customer data to ingest into Data Cloud and use for segmentation.

1. Propensity to purchase
2. Has active membership
3. Work email address

Which data types should the consultant use when ingesting this data?

- A. Number, Text, URL
- B. Number, Boolean, Text
- **C. Percent, Boolean, Email**
- D. Percent, Number, Email

Answer: C

Explanation:

When ingesting customer data into Data Cloud, it is critical to use the correct data types to ensure proper segmentation and usage. Here's how the consultant should handle the provided data points:

Propensity to Purchase :

This represents a likelihood or probability value, typically expressed as a percentage (e.g., 75%).

The appropriate data type for this field is Percent , which allows for easy interpretation and use in segmentation.

Has Active Membership :

This is a binary value indicating whether a customer has an active membership (e.g., "Yes" or "No").

The correct data type for this field is Boolean , which supports true/false values.

Work Email Address :

This is a standard email address field.

The appropriate data type is Email , which ensures proper validation and formatting.

Why Not Other Options?

A). Number, Text, URL: These data types are incorrect because "Propensity to Purchase" should be a percentage, not a generic number. Similarly, "Work Email Address" should be an email type, not a URL.

C). Number, Boolean, Text: While "Number" could work for propensity scores, it lacks the semantic meaning of a percentage. Additionally, "Text" is not suitable for email addresses.

D). Percent, Number, Email: Using "Number" for "Has Active Membership" is incorrect because it is a binary value, not a numeric one.

By selecting Percent, Boolean, Email , the consultant ensures that the data is correctly formatted and ready for segmentation and analysis.

NEW QUESTION # 153

Which two features are impacted by the timezone setting in the org Data Cloud is provisioned in?

- A. Identity Resolution
- B. Ingestion Schedule
- **C. Activation Schedule**
- **D. Segment Schedule**

Answer: C,D

Explanation:

Explanation

These two features are impacted by the timezone setting in the org Data Cloud is provisioned in. The segment schedule determines how often a segment is refreshed based on the selected timezone. The activation schedule determines how often a segment is exported to an activation target based on the selected timezone. References:
https://help.salesforce.com/s/articleView?id=sfc360_a_segmentation_schedule.htm&type=5

NEW QUESTION # 154

What are two benefits Data Cloud provides a company in relation to managing customer data?

- A. Data Governance
- B. **Unified Identity Resolution**
- C. Data Marketplace
- D. **Data Harmonization**

Answer: B,D

Explanation:

Explanation

These two benefits Data Cloud provides a company in relation to managing customer data. Unified Identity Resolution allows a company to link data from different sources and create a single view of each customer.

Data Harmonization allows a company to standardize and enrich data from different sources and improve data quality and usability.

References:

https://help.salesforce.com/s/articleView?id=sfc360_a_data_cloud_identity_resolution.htm&type=5

NEW QUESTION # 155

What does it mean to build a trust-based, first-party data asset?

- A. **Provide transparency and security for data gathered from individuals who provide consent for its use and receive value in exchange**
- B. Ensure opt-in consents are collected for all email marketing as required by law
- C. Obtain competitive data from reliable sources through interviews, surveys, and polls
- D. Pass the trust-based compliance rules as a first-party data asset is added to Data Cloud

Answer: A

Explanation:

Explanation

This is what it means to build a trust-based, first-party data asset. It involves respecting the privacy and preferences of individuals who share their data with an organization and ensuring that the data is used in a responsible and ethical way.

References:<https://www.salesforce.com/products/genie/overview/>

NEW QUESTION # 156

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Center, His humor made us all want to be funny, and we all tried—but it was like singing with Pavarotti.

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