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Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• Act on Data: This domain focuses on leveraging Data Cloud data for downstream actions through activations and data actions. It covers working with attributes, managing timing dependencies, troubleshooting activation issues like errors and rejected counts, and understanding requirements for triggering automated processes.
Topic 2	• Segmentation and Insights: This domain centers on creating audience segments and deriving analytical insights from Data Cloud. It includes configuring and maintaining segments, analyzing membership scenarios, and distinguishing between calculated insights and real-time streaming insights.
Topic 3	• Data Ingestion and Modeling: This domain addresses bringing data into Data Cloud and structuring it properly through transformation, ingestion from various sources, and data mapping. It emphasizes best practices for modeling data to support identity resolution and validating ingested data using available tools.
Topic 4	• Identity Resolution: This domain explores creating unified customer profiles through matching and reconciliation processes. It covers how rule sets determine when records link together, how conflicting data is resolved, and understanding the outcomes and use cases of unified identities.
Topic 5	• Data Cloud Setup and Administration: This domain focuses on configuring and managing Data Cloud environments through permissions, data streams, data bundles, and data spaces. It also covers administrative tools and techniques for diagnosing and exploring data using reports, dashboards, flows, APIs, and explorer tools.

Salesforce Certified Data Cloud Consultant Sample Questions (Q12-Q17):

NEW QUESTION # 12
Northern Trail Outfitters uses B2C Commerce and is exploring implementing Data Cloud to get a unified view of its customers and all their order transactions.
What should the consultant keep in mind with regard to historical data ingesting order data using the B2C Commerce Order Bundle?

- A. The B2C Commerce Order Bundle does not ingest any historical data and only ingests new orders from that point on.
- B. The B2C Commerce Order Bundle ingests 6 months of historical data.
- C. The B2C Commerce Order Bundle ingests 30 days of historical data.
- D. The B2C Commerce Order Bundle ingests 12 months of historical data.

Answer: A

Explanation:
The B2C Commerce Order Bundle is a data bundle that creates a data stream to flow order data from a B2C Commerce instance to Data Cloud. However, this data bundle does not ingest any historical data and only ingests new orders from the time the data stream is created. Therefore, if a consultant wants to ingest historical order data, they need to use a different method, such as exporting the data from B2C Commerce and importing it to Data Cloud using a CSV file12. References:
Create a B2C Commerce Data Bundle
Data Access and Export for B2C Commerce and Commerce Marketplace

NEW QUESTION # 13
A customer is trying to activate data from Data Cloud to an Amazon S3 Cloud File Storage Bucket.
Which authentication type should the consultant recommend to connect to the S3 bucket from Data Cloud?

- A. Use an S3 Private Key Certificate.
- B. Use an S3 Access Key and Secret Key.

- C. Use an S3 Encrypted Username and Password.
- D. Use a JWT Token generated on S3.

Answer: B

Explanation:
To use the Amazon S3 Storage Connector in Data Cloud, the consultant needs to provide the S3 bucket name, region, and access key and secret key for authentication. The access key and secret key are generated by AWS and can be managed in the IAM console. The other options are not supported by the S3 Storage Connector or by Data Cloud. References: Amazon S3 Storage Connector - Salesforce, How to Use the Amazon S3 Storage Connector in Data Cloud | Salesforce Developers Blog Learn more 1blob:https://www.bing.com/fed40cd6-30db-497b-a587-44e59b9e1f0b
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NEW QUESTION # 14
How does Data Cloud ensure data privacy and security?

- A. By enforcing and controlling consent references
- B. BY limiting data access to authorized admins
- C. By securely storing data in an offsite server
- D. By encrypting data at rest and in transit

Answer: D

Explanation:
Data Privacy and Security in Data Cloud:
Ensuring data privacy and security is paramount in Salesforce Data Cloud.
Reference: Salesforce Data Privacy and Security Overview
Key Security Measures:
Encrypting Data at Rest and in Transit:
Data encryption ensures that information is protected from unauthorized access both when stored and when transmitted.
Reference: Salesforce Encryption Documentation
Enforcing and Controlling Consent Preferences:
Consent management ensures that data usage complies with customer permissions and regulatory requirements.
Reference: Salesforce Consent Management Guide
Steps to Implement Security Measures:
Data Encryption:
Enable encryption for data at rest using Salesforce Shield.
Ensure TLS/SSL encryption is used for data in transit.
Consent Management:
Set up and enforce consent preferences within Data Cloud.
Regularly audit and update consent records.
Reference: Salesforce Shield Encryption and Consent Management Implementation Guide Practical Application:
Example: A financial institution uses encryption to secure customer financial data and manages consent to comply with GDPR.
Reference: Salesforce Data Privacy Case Studies

NEW QUESTION # 15
Northern Trail Outfitters unifies individuals in its Data Cloud instance.
Which three features ca e consultant use to validate the data on a unified profile?
Choose 3 answers

- A. Data Explorer
- B. Data Actions
- C. Profile Explorer
- D. Query APL
- E. Identity Resolution

Answer: A,C,E

Explanation:

To validate the data on a unified profile, the consultant can use the following features:
Identity Resolution: This feature allows the consultant to view and edit the identity resolution rulesets that determine how individuals are unified from different data sources1.
Data Explorer: This feature allows the consultant to browse and filter the unified profiles and view their attributes, segments, and activities2.
Profile Explorer: This feature allows the consultant to drill down into a specific unified profile and view its details, such as source records, identity graph, calculated insights, and data actions3. References:
1: Identity Resolution in Data Cloud
2: Data Explorer in Data Cloud
3: Profile Explorer in Data Cloud

NEW QUESTION # 16
Cumulus Financial created a segment called High Investment Balance Customers. This is a foundational segment that includes several segmentation criteria the marketing team should consistently use.
Which feature should the consultant suggest the marketing team use to ensure this consistency when creating future, more refined segments?

- A. Create new segments by cloning High Investment Balance Customers.
- B. Package High Investment Balance Customers in a data kit.
- C. Create new segments using nested segments.
- D. Create a High Investment Balance calculated insight.

Answer: C

Explanation:
Nested segments are segments that include or exclude one or more existing segments. They allow the marketing team to reuse filters and maintain consistency in their data by using an existing segment to build a new one. For example, the marketing team can create a nested segment that includes High Investment Balance Customers and excludes customers who have opted out of email marketing. This way, they can leverage the foundational segment and apply additional criteria without duplicating the rules. The other options are not the best features to ensure consistency because:
B). A calculated insight is a data object that performs calculations on data lake objects or CRM data and returns a result. It is not a segment and cannot be used for activation or personalization.
C). A data kit is a bundle of packageable metadata that can be exported and imported across Data Cloud orgs.
It is not a feature for creating segments, but rather for sharing components.
D). Cloning a segment creates a copy of the segment with the same rules and filters. It does not allow the marketing team to add or remove criteria from the original segment, and it may create confusion and redundancy. References: Create a Nested Segment - Salesforce, Save Time with Nested Segments (Generally Available) - Salesforce, Calculated Insights - Salesforce, Create and Publish a Data Kit Unit | Salesforce Trailhead, Create a Segment in Data Cloud - Salesforce

NEW QUESTION # 17
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