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Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	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 2	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 3	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.
Topic 4	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.

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Salesforce Certified Data Cloud Consultant Sample Questions (Q169-Q174):

NEW QUESTION # 169

A customer has outlined requirements to trigger a journey for an abandoned browse behavior. Based on the requirements, the consultant determines they will use streaming insights to trigger a data action to Journey Builder every hour.

How should the consultant configure the solution to ensure the data action is triggered at the cadence required?

- A. Set the insights aggregation time window to 1 hour.
- B. Configure the data to be ingested in hourly batches.
- C. Set the activation schedule to hourly.
- **D. Set the journey entry schedule to run every hour.**

Answer: D

Explanation:

Explanation:

NEW QUESTION # 170

A customer requests that their personal data be deleted.

Which action should the consultant take to accommodate this request in Data Cloud?

- A. Use Profile Explorer to delete the customer data from Data Cloud.
- B. Use Consent API to request deletion of the customer's information.
- C. Use a streaming API call to delete the customer's information.
- **D. Use the Data Rights Subject Request tool to request deletion of the customer's information.**

Answer: D

NEW QUESTION # 171

A customer has multiple team members who create segment audiences that work in different time zones. One team member works at the home office in the Pacific time zone, that matches the org Time Zone setting.

Another team member works remotely in the Eastern time zone.

Which user will see their home time zone in the segment and activation schedule areas?

- **A. Both team members; Data Cloud adjusts the segment and activation schedules to the time zone of the logged-in user**
- B. The team member in the Pacific time zone.
- C. Neither team member; Data Cloud shows all schedules in GMT.
- D. The team member in the Eastern time zone.

Answer: A

Explanation:

The correct answer is D, both team members; Data Cloud adjusts the segment and activation schedules to the time zone of the logged-in user. Data Cloud uses the time zone settings of the logged-in user to display the segment and activation schedules. This means that each user will see the schedules in their own home time zone, regardless of the org time zone setting or the location of other team members. This feature helps users to avoid confusion and errors when scheduling segments and activations across different time zones. The other options are incorrect because they do not reflect how Data Cloud handles time zones. The team member in the Pacific time zone will not see the same time zone as the org time zone setting, unless their personal time zone setting matches the org time zone setting. The team member in the Eastern time zone will not see the schedules in the org time zone setting, unless their personal time zone setting matches the org time zone setting. Data Cloud does not show all schedules in GMT, but rather in the user's local time zone. References:

Data Cloud Time Zones

Change default time zones for Users and the organization

Change your time zone settings in Salesforce, Google & Outlook

Date/Time field and Time Zone Settings in Salesforce

NEW QUESTION # 172

The Salesforce CRM Connector is configured and the Case object data stream is set up. Subsequently, a new custom field named Business Priority is created on the Case object in Salesforce CRM. However, the new field is not available when trying to add it to the data stream.

Which statement addresses the cause of this issue?

- A. The Salesforce Data Loader application should be used to perform a bulk upload from a desktop.
- B. Custom fields on the Case object are not supported for ingesting into Data Cloud.
- C. After 24 hours when the data stream refreshes it will automatically include any new fields that were added to the Salesforce CRM.
- **D. The Salesforce Integration User Is missing Read permissions on the newly created field.**

Answer: D

Explanation:

The Salesforce CRM Connector uses the Salesforce Integration User to access the data from the Salesforce CRM org. The Integration User must have the Read permission on the fields that are included in the data stream. If the Integration User does not have the Read permission on the newly created field, the field will not be available for selection in the data stream configuration. To resolve this issue, the administrator should assign the Read permission on the new field to the Integration User profile or permission set. References: Create a Salesforce CRM Data Stream, Edit a Data Stream, Salesforce Data Cloud Full Refresh for CRM, SFMC, or Ingestion API Data Streams

NEW QUESTION # 173

A consultant is setting up Data Cloud for a multi-brand organization and is using data spaces to segregate its data for various brands. While starting the mapping of a data stream, the consultant notices that they cannot map the object for one of the brands.

What should the consultant do to make the object available for a new data space?

- A. Copy data from the default data space to a new DMO using the Data Copy feature and link this DMO to the new data space.
- **B. Navigate to the Data Space tab and select the object to be included in the new data space.**
- C. Create a batch transform to split data between different data spaces.
- D. Create a new data stream and map the second data stream to the data space.

Answer: B

Explanation:

When setting up Data Cloud for a multi-brand organization, if a consultant cannot map an object for one of the brands during data stream setup, they should navigate to the Data Space tab and select the object to include it in the new data space. Here's why:

Understanding the Issue

The consultant is using data spaces to segregate data for different brands.

While mapping a data stream, they notice that an object is unavailable for one of the brands.

This indicates that the object has not been associated with the new data space.

Why Navigate to the Data Space Tab?

Data Spaces and Object Availability :

Objects must be explicitly added to a data space before they can be used in mappings or transformations within that space.

If an object is missing, it means it has not been included in the data space configuration.

Solution Approach :

By navigating to the Data Space tab , the consultant can add the required object to the new data space.

This ensures the object becomes available for mapping and use in the data stream.

Steps to Resolve the Issue

Step 1: Navigate to the Data Space Tab

Go to Data Cloud > Data Spaces and locate the new data space for the brand.

Step 2: Add the Missing Object

Select the data space and click on Edit .

Add the required object (e.g., a Data Model Object or Data Lake Object) to the data space.

Step 3: Save and Verify

Save the changes and return to the data stream setup.

Verify that the object is now available for mapping.

Step 4: Complete the Mapping

Proceed with mapping the object in the data stream.

Why Not Other Options?

A). Create a new data stream and map the second data stream to the data space :Creating a new data stream is unnecessary if the issue is simply object availability in the data space.

B). Copy data from the default data space to a new DMO using the Data Copy feature and link this DMO to the new data space :This is overly complex and not required if the object can simply be added to the data space.

C). Create a batch transform to split data between different data spaces :Batch transforms are used for data processing, not for resolving object availability issues.

Conclusion

The correct solution is to navigate to the Data Space tab and select the object to include it in the new data space . This ensures the object is available for mapping and resolves the issue efficiently.

NEW QUESTION # 174

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