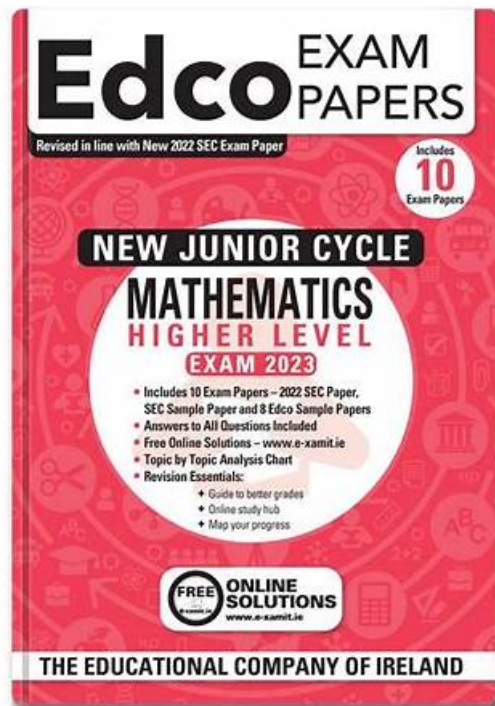


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Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> 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 2	<ul style="list-style-type: none"> Data Analysis: This domain targets Tableau Consultants to plan and prepare data connections effectively. It includes recommending data transformation strategies, designing row-level security (RLS) data structures, and implementing advanced data connections such as Web Data Connectors and Tableau Bridge. Skills in specifying granularity and aggregation strategies for data sources across Tableau products are emphasized.
Topic 3	<ul style="list-style-type: none"> Data Visualization: This section evaluates the Tableau Consultant's ability to design effective visual analytics solutions. It involves creating dashboards and visual reports that enhance user understanding, employing techniques like dynamic actions and advanced chart types, and ensuring performance optimization for an interactive user experience.

Topic 4	<ul style="list-style-type: none"> 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.
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Salesforce Certified Tableau Consultant Sample Questions (Q60-Q65):

NEW QUESTION # 60

A client notices that while creating calculated fields, occasionally the new fields are created as strings, integers, or Booleans. The client asks a consultant if there is a performance difference among these three data types. What should the consultant tell the customer?

- A. Strings, integers, and Booleans all perform the same.
- B. Integers are fastest, followed by Booleans, and then strings.
- C. Strings are fastest, followed by integers, and then Booleans.
- D. Booleans are fastest, followed by integers, and then strings.

Answer: B

Explanation:

In Tableau, the performance of calculated fields can vary based on the data type used. Calculations involving integers and Booleans are generally faster than those involving strings. This is because numerical operations are typically more efficient for a computer to process than string operations, which can be more complex and time-consuming. Therefore, when performance is a consideration, it is advisable to use integers or Booleans over strings whenever possible.

References: The performance hierarchy of data types in Tableau calculations is documented in resources that discuss best practices for optimizing Tableau performance¹.

NEW QUESTION # 61

A client wants to view stores serviced by delivery drivers on a map. The have the information provided in the table below:

Store #	Street Address 1	Street Address 2	City	State	Driver ID
129	101 Random Place Rd	St 401	Anywhere	CA	57
131	276 Somewhere Drive		Anywhere	CA	57
183	201 General St	St 201	Nearby	CA	57
45	57 Alphabet St		Anywhere	CA	26

What does the client need to do to plot exact street addresses on the map?

- A. Change the data type of Street Address 1 and Street Address 2 to the Geographic role.
- B. Add a Map layer to the visualization.
- C. Establish a hierarchy of State > City > Street Address 1 > Street Address 2.

- **D. Custom geocode the street addresses.**

Answer: D

Explanation:

Tableau's built-in geocoding supports only the following geographic roles:

- * Country
- * State / Province
- * County
- * City
- * Postal Code
- * Airport
- * Area codes
- * Congressional districts, etc.

Tableau does NOT natively geocode street-level addresses.

When a dataset contains street address fields, Tableau will not recognize them as geographic fields because:

- * Street Address 1 and Street Address 2 are not valid Tableau geographic roles.
- * Tableau cannot automatically translate street text (like "101 Random Place Rd") into latitude/longitude.

Therefore, to plot street-level points on a map, Tableau requires:

Custom geocoding OR latitude/longitude fields.

Tableau documents that for exact address locations:

- * You must either supply latitude and longitude for each address, or
- * Use custom geocoding, where the user uploads a .csv with addresses matched to coordinates.

Why the other answer choices are incorrect:

B). Change the data type to Geographic role

Street address fields cannot be assigned a geographic role. Tableau will reject them or not map them.

C). Establish a hierarchy

Hierarchies help with drilldown but do not generate geographic coordinates for street addresses.

D). Add a map layer

Map layers allow visual overlays but cannot generate geocoding for address fields.

The only correct way to map street addresses is to custom geocode (or supply lat/long), which matches option A).

- * Tableau Geocoding documentation stating street-level addresses are not natively supported.
- * Custom Geocoding instructions for mapping exact address points.
- * Mapping best practices stating that lat/long or custom geocode files are required for street accuracy.

NEW QUESTION # 62

A client has a Tableau Cloud deployment. Currently, dashboards are available only to internal users.

The client needs to embed interactive Tableau visualizations on their public website.

Data is < 5,000 rows, updated infrequently via manual refresh.

Cost is a priority.

Which product should the client use?

- A. Tableau Embedded Analytics
- B. Tableau Cloud licensed per user
- C. Tableau Server licensed per core
- **D. Tableau Public**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Tableau documentation explains:

Tableau Public

- * Free platform
- * Allows public sharing and embedding of fully interactive dashboards.
- * Ideal for small datasets and infrequent updates.
- * Does not require user-based licensing.
- * Embedding is unrestricted because all content is publicly visible.

This perfectly matches the scenario:

Public-facing website

Low cost priority

Small dataset

Manual, infrequent updates

Why the other options are incorrect:

A). Tableau Cloud (per user)

* Requires paid licenses.

* Does not allow unrestricted public embedding without expensive add-ons.

* Designed for secure internal use, not public web-wide embedding.

C). Tableau Embedded Analytics

* A paid embedding solution requiring proper licensing.

* Designed for large-scale, secure, programmatic embedding - too costly for this use case.

D). Tableau Server (per core)

* Requires server infrastructure & licensing.

* Far more expensive than Tableau Public.

Thus, Tableau Public is the correct, cost-effective solution.

* Tableau Public documentation describing free embedding for public websites.

* Comparison guides showing Tableau Cloud/Server require licensing for embedding.

* Public vs. Enterprise Tableau deployment best practices.

NEW QUESTION # 63

Sales managers use a daily extract from Snowflake to see the previous day's snapshot.

Sales managers should only see statistics for their direct reports.

The company has Tableau Data Management on Tableau Cloud.

A consultant must design a centralized, low-maintenance RLS strategy.

What should the consultant implement?

- A. Data policy
- B. Manual user filter
- C. Built-in RLS security in Snowflake
- D. Dynamic user filter

Answer: A

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The key requirements:

* Tableau Cloud

* Extracts (not live data)

* Need RLS

* Want low maintenance

* Have Tableau Data Management

These requirements point directly to:

Data Policies (Virtual Connections RLS)

Tableau Data Management enables Virtual Connections and Data Policies, which provide:

* Centralized row-level security

* Integration with user identity via USERNAME()

* Reusable RLS logic across all downstream workbooks

* Works with extracts, unlike database RLS

* Minimal long-term maintenance

This is Tableau's recommended enterprise RLS method for Tableau Cloud with extracts.

Why the other options are incorrect:

A). Built-in RLS in Snowflake

Only works with live connections.

This client uses daily extracts, so database RLS is bypassed.

C). Manual user filter

High maintenance, must be edited manually per user - not scalable.

D). Dynamic user filter

Functional but must be recreated in each workbook, not centralized.

More maintenance than a data policy.

Therefore, Data Policy is the only low-maintenance, centralized RLS solution.

- * Data Policies and Virtual Connections documentation describing centralized RLS
- * Tableau Cloud & Extracts guidelines showing that database RLS cannot be reused
- * RLS strategy best practices recommending Data Policies for scalable governance

NEW QUESTION # 64

A company has a data source for sales transactions. The data source has the following characteristics:

- . Millions of transactions occur weekly.
- . The transactions are added nightly.
- . Incorrect transactions are revised every week on Saturday.
- * The end users need to see up-to-date data daily.

A consultant needs to publish a data source in Tableau Server to ensure that all the transactions in the data source are available. What should the consultant do to create and publish the data?

- **A. Publish an incremental extract refresh every day and perform a full extract refresh every Saturday.**
- B. Publish an incremental extract refresh every day and publish a secondary data set containing data revisions.
- C. Publish an incremental refresh every Saturday.
- D. Publish a live connection to Tableau Server.

Answer: A

Explanation:

Given the need for up-to-date data on a daily basis and weekly revisions, the best approach is to use an incremental extract refresh daily to update the data source with new transactions. On Saturdays, when incorrect transactions are revised, a full extract refresh should be performed to incorporate all revisions and ensure the data's accuracy. This strategy allows end users to have access to the most current data throughout the week while also accounting for any necessary corrections¹².

References: The solution is based on best practices for managing data sources in Tableau Server, which recommend using incremental refreshes for frequent updates and full refreshes when significant changes or corrections are made to the data¹².

NEW QUESTION # 65

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