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Salesforce Certified Data Cloud Consultant Sample Questions (Q58-Q63):

NEW QUESTION # 58
A consultant is helping a beauty company ingest its profile data into Data Cloud. The company's source data includes several fields, such as eye color, skin type, and hair color, that are not fields in the standard Individual data model object (DMO).
What should the consultant recommend to map this data to be used for both segmentation and identity resolution?

- A. Create custom fields on the standard Individual DMO.
- B. Create a custom DMO with only the additional fields and map it to the standard Individual DMO.
- C. Create a custom DMO from scratch that has all fields that are needed.
- D. Duplicate the standard Individual DMO and add the additional fields.

Answer: A

Explanation:
The best option to map the data to be used for both segmentation and identity resolution is to create custom fields on the standard Individual DMO. This way, the consultant can leverage the existing fields and functionality of the Individual DMO, such as identity resolution rulesets, calculated insights, and data actions, while adding the additional fields that are specific to the beauty company's data1. Creating a custom DMO from scratch or duplicating the standard Individual DMO would require more effort and maintenance, and might not be compatible with the existing features of Data Cloud. Creating a custom DMO with only the additional fields and mapping it to the standard Individual DMO would create unnecessary complexity and redundancy, and might not allow the use of the custom fields for identity resolution. References:
1: Data Model Objects in Data Cloud

NEW QUESTION # 59
A customer notices that their consolidation rate has recently increased. They contact the consultant to ask why.
What are two likely explanations for the increase?
Choose 2 answers

- A. Duplicates have been removed from source system data streams.
- B. Identity resolution rules have been added to the ruleset to increase the number of matched profiles.
- C. New data sources have been added to Data Cloud that largely overlap with the existing profiles.
- D. Identity resolution rules have been removed to reduce the number of matched profiles.

Answer: B,C

Explanation:
The consolidation rate is a metric that measures the amount by which source profiles are combined to produce unified profiles in Data Cloud, calculated as 1 - (number of unified profiles / number of source profiles). A higher consolidation rate means that more source profiles are matched and merged into fewer unified profiles, while a lower consolidation rate means that fewer source profiles are matched and more unified profiles are created. There are two likely explanations for why the consolidation rate has recently increased for a customer:
New data sources have been added to Data Cloud that largely overlap with the existing profiles. This means that the new data sources contain many profiles that are similar or identical to the profiles from the existing data sources. For example, if a customer adds a new CRM system that has the same customer records as their old CRM system, the new data source will overlap with the existing one. When Data Cloud ingests the new data source, it will use the identity resolution ruleset to match and merge the overlapping profiles into unified profiles, resulting in a higher consolidation rate.
Identity resolution rules have been added to the ruleset to increase the number of matched profiles. This means that the customer has modified their identity resolution ruleset to include more match rules or more match criteria that can identify more profiles as belonging to the same individual. For example, if a customer adds a match rule that matches profiles based on email address and phone number, instead of just email address, the ruleset will be able to match more profiles that have the same email address and phone number, resulting in a higher consolidation rate.
Identity Resolution Calculated Insight: Consolidation Rates for Unified Profiles, Configure Identity Resolution Rulesets

NEW QUESTION # 60
A consultant needs to package Data Cloud components from one
organization to another.
Which two Data Cloud components should the consultant include in a
data kit to achieve this goal?
Choose 2 answers

- A. Identity resolution rulesets
- B. Data model objects
- C. Segments
- D. Calculated insights

Answer: A,B

Explanation:
To package Data Cloud components from one organization to another, the consultant should include the following components in a data kit:
Data model objects: These are the custom objects that define the data model for Data Cloud, such as Individual, Segment, Activity, etc. They store the data ingested from various sources and enable the creation of unified profiles and segments1.
Identity resolution rulesets: These are the rules that determine how data from different sources are matched and merged to create unified profiles. They specify the criteria, logic, and priority for identity resolution2. References:
1: Data Model Objects in Data Cloud
2: Identity Resolution Rulesets in Data Cloud

NEW QUESTION # 61
A global fashion retailer operates online sales platforms across AMFR, FMFA, and APAC. the data formats for customer, order, and product Information vary by region, and compliance regulations require data to remain unchanged in the original data sources They also require a unified view of customer profiles for real- time personalization and analytics.
Given these requirement, which transformation approach should the company implement to standardise and cleanse incoming data streams?

- A. Transform data before ingesting into Data Cloud.
- B. Implement batch data transformations.
- C. Use Apex to transform and cleanse data.
- D. Implement streaming data transformations.

Answer: B

Explanation:
Given the requirements to standardize and cleanse incoming data streams while keeping the original data unchanged in compliance with regional regulations, the best approach is to implement batch data transformations . Here's why:
Understanding the Requirements
The global fashion retailer operates across multiple regions (AMER, EMEA, APAC), each with varying data formats for customer, order, and product information.
Compliance regulations require the original data to remain unchanged in the source systems.
The company needs a unified view of customer profiles for real-time personalization and analytics.
Why Batch Data Transformations?
Batch Transformations for Standardization :
Batch data transformations allow you to process large volumes of data at scheduled intervals.
They can standardize and cleanse data (e.g., converting different date formats, normalizing product names) without altering the original data in the source systems.
Compliance with Regulations :
Since the original data remains unchanged in the source systems, batch transformations comply with regional regulations.
The transformed data is stored in a separate layer (e.g., a new Data Lake Object or Unified Profile) for downstream use.
Unified Customer Profiles :
After transformation, the cleansed and standardized data can be used to create a unified view of customer profiles in Salesforce Data Cloud.
This enables real-time personalization and analytics across regions.
Steps to Implement This Solution
Step 1: Identify Transformation Needs
Analyze the differences in data formats across regions (e.g., date formats, currency, product IDs).
Define the rules for standardization and cleansing (e.g., convert all dates to ISO format, normalize product names).
Step 2: Create Batch Transformations
Use Data Cloud's Batch Transform feature to apply the defined rules to incoming data streams.
Schedule the transformations to run at regular intervals (e.g., daily or hourly).
Step 3: Store Transformed Data Separately
Store the transformed data in a new Data Lake Object (DLO) or Unified Profile.
Ensure the original data remains untouched in the source systems.
Step 4: Enable Unified Profiles
Use the transformed data to create a unified view of customer profiles in Salesforce Data Cloud.
Leverage this unified view for real-time personalization and analytics.
Why Not Other Options?

A). Implement streaming data transformations :Streaming transformations are designed for real-time processing but may not be suitable for large-scale standardization and cleansing tasks. Additionally, they might not align with compliance requirements to keep the original data unchanged.

C). Transform data before ingesting into Data Cloud :Transforming data before ingestion would require modifying the original data in the source systems, violating compliance regulations.

D). Use Apex to transform and cleanse data :Using Apex is overly complex and resource-intensive for this use case. Batch transformations are a more efficient and scalable solution.

Conclusion

By implementing batch data transformations , the global fashion retailer can standardize and cleanse its data while complying with regional regulations and enabling a unified view of customer profiles for real-time personalization and analytics.

NEW QUESTION # 62

During discovery, which feature should a consultant highlight for a customer who has multiple data sources and needs to match and reconcile data about individuals into a single unified profile?

- A. Harmonization
- B. Identity Resolution
- C. Data Cleansing
- D. Data Consolidation

Answer: B

Explanation:

The feature that the consultant should highlight for a customer who has multiple data sources and needs to match and reconcile data about individuals into a single unified profile is D. Identity Resolution. Identity Resolution is the process of identifying, matching, and reconciling data about individuals across different data sources and creating a unified profile that represents a single view of the customer. Identity Resolution uses various methods and rules to determine the best match and reconciliation of data, such as deterministic matching, probabilistic matching, reconciliation rules, and identity graphs. Identity Resolution enables the customer to have a complete and accurate understanding of their customers and their interactions across different channels and touchpoints. References: Salesforce Data Cloud Consultant Exam Guide, Identity Resolution

NEW QUESTION # 63

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