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Salesforce Certified Data Cloud Consultant Sample Questions (Q156-Q161):

NEW QUESTION # 156

A Data Cloud Consultant is in the process of setting up data streams for a new service-based data source. When ingesting Case data, which field is recommended to be associated with the Event Time field?

- A. Escalation Date
- B. Resolution Date
- C. Creation Date
- D. Last Modified Date

Answer: D

Explanation:

Explanation

The Event Time field is a special field type that captures the timestamp of an event in a data stream. It is used to track the chronological order of events and to enable time-based segmentation and activation. When ingesting Case data, the recommended field to be associated with the Event Time field is the Last Modified Date field. This field reflects the most recent update to the case and can be used to measure the case duration, resolution time, and customer satisfaction. The other fields, such as Resolution Date, Escalation Date, or Creation Date, are not as suitable for the Event Time field, as they may not capture the latest status of the case or may not be applicable for all cases. References: Data Stream Field Types, Salesforce Data Cloud Exam Questions

NEW QUESTION # 157

How does Data Cloud handle an individual's Right to be Forgotten?

- A. Deletes the records from all data source objects, and any downstream data model objects are updated at the next scheduled ingestion
- B. Deletes the specified Individual and records from any data source object mapped to the Individual data model object.
- C. Deletes the specified Individual record and its Unified Individual Link record.
- **D. Deletes the specified Individual and records from any data model object/data lake object related to the Individual.**

Answer: D

Explanation:

Explanation

Data Cloud handles an individual's Right to be Forgotten by deleting the specified Individual and records from any data model object/data lake object related to the Individual. This means that Data Cloud removes all the data associated with the individual from the data space, including the data from the source objects, the unified individual profile, and any related objects. Data Cloud also deletes the Unified Individual Link record that links the individual to the source records. Data Cloud uses the Consent API to process the Right to be Forgotten requests, which are reprocessed at 30, 60, and 90 days to ensure a full deletion.

The other options are not correct descriptions of how Data Cloud handles an individual's Right to be Forgotten. Data Cloud does not delete the records from all data source objects, as this would affect the data integrity and availability of the source systems. Data Cloud also does not delete only the specified Individual record and its Unified Individual Link record, as this would leave the source records and the related records intact. Data Cloud also does not delete only the specified Individual and records from any data source object mapped to the Individual data model object, as this would leave the related records intact.

References:

- * Requesting Data Deletion or Right to Be Forgotten
- * Data Deletion for Data Cloud
- * Use the Consent API with Data Cloud
- * Data and Identity in Data Cloud

NEW QUESTION # 158

A customer needs to integrate in real time with Salesforce CRM.

Which feature accomplishes this requirement?

- A. Data actions and Lightning web components
- B. Sales and Service bundle
- **C. Streaming transforms**
- D. Data model triggers

Answer: C

Explanation:

The correct answer is A. Streaming transforms. Streaming transforms are a feature of Data Cloud that allows real-time data integration with Salesforce CRM. Streaming transforms use the Data Cloud Streaming API to synchronize micro-batches of updates between the CRM data source and Data Cloud in near-real time¹. Streaming transforms enable Data Cloud to have the most current and accurate CRM data for segmentation and activation².

The other options are incorrect for the following reasons:

B). Data model triggers. Data model triggers are a feature of Data Cloud that allows custom logic to be executed when data model objects are created, updated, or deleted³. Data model triggers do not integrate data with Salesforce CRM, but rather manipulate data within Data Cloud.

C). Sales and Service bundle. Sales and Service bundle is a feature of Data Cloud that allows pre-built data streams, data model

objects, segments, and activations for Sales Cloud and Service Cloud data sources⁴. Sales and Service bundle does not integrate data in real time with Salesforce CRM, but rather ingests data at scheduled intervals.

D). Data actions and Lightning web components. Data actions and Lightning web components are features of Data Cloud that allow custom user interfaces and workflows to be built and embedded in Salesforce applications⁵. Data actions and Lightning web components do not integrate data with Salesforce CRM, but rather display and interact with data within Salesforce applications.

1: Load Data into Data Cloud

2: [Data Streams in Data Cloud]

3: [Data Model Triggers in Data Cloud] unit on Trailhead

4: [Sales and Service Bundle in Data Cloud] unit on Trailhead

5: [Data Actions and Lightning Web Components in Data Cloud] unit on Trailhead

[Data Model in Data Cloud] unit on Trailhead

[Create a Data Model Object] article on Salesforce Help

[Data Sources in Data Cloud] unit on Trailhead

[Connect and Ingest Data in Data Cloud] article on Salesforce Help

[Data Spaces in Data Cloud] unit on Trailhead

[Create a Data Space] article on Salesforce Help

[Segments in Data Cloud] unit on Trailhead

[Create a Segment] article on Salesforce Help

[Activations in Data Cloud] unit on Trailhead

[Create an Activation] article on Salesforce Help

NEW QUESTION # 159

Northern Trail Outfitters wants to implement Data Cloud and has several use cases in mind.

Which two use cases are considered a good fit for Data Cloud?

Choose 2 answers

- A. To eliminate the need for separate business intelligence and IT data management tools
- B. To create and orchestrate cross-channel marketing messages
- C. To use harmonized data to more accurately understand the customer and business impact
- D. To ingest and unify data from various sources to reconcile customer identity

Answer: C,D

Explanation:

Explanation

Data Cloud is a data platform that can help customers connect, prepare, harmonize, unify, query, analyze, and act on their data across various Salesforce and external sources. Some of the use cases that are considered a good fit for Data Cloud are:

* To ingest and unify data from various sources to reconcile customer identity. Data Cloud can help customers bring all their data, whether streaming or batch, into Salesforce and map it to a common data model. Data Cloud can also help customers resolve identities across different channels and sources and create unified profiles of their customers.

* To use harmonized data to more accurately understand the customer and business impact. Data Cloud can help customers transform and cleanse their data before using it, and enrich it with calculated insights and related attributes. Data Cloud can also help customers create segments and audiences based on their data and activate them in any channel. Data Cloud can also help customers use AI to predict customer behavior and outcomes.

The other two options are not use cases that are considered a good fit for Data Cloud. Data Cloud does not provide features to create and orchestrate cross-channel marketing messages, as this is typically handled by other Salesforce solutions such as Marketing Cloud. Data Cloud also does not eliminate the need for separate business intelligence and IT data management tools, as it is designed to work with them and complement their capabilities.

References:

* Learn How Data Cloud Works

* About Salesforce Data Cloud

* Discover Use Cases for the Platform

* Understand Common Data Analysis Use Cases

NEW QUESTION # 160

Cumulus Financial offers both business and personal loans. Records in the Contact DLO can be useful for both groups since individual customers may have both business and personal loans. However, for legal reasons, the two groups must be kept separate. How should Cumulus Financial solve this business requirement?

- A. Create two identity resolution rules in the same data space.
- B. Duplicate the Individual DMO.
- C. Use two data spaces.
- D. Duplicate the Contact DLO.

Answer: C

Explanation:

To address the business requirement where Cumulus Financial needs to keep business and personal loan records separate for legal reasons while still leveraging the same Contact DLO, the best solution is to use two data spaces. Here's why and how this works: Understanding Data Spaces in Salesforce Data Cloud :Data spaces are logical containers within Salesforce Data Cloud that allow organizations to segment their data based on specific business needs, compliance requirements, or privacy regulations. They enable isolation of data processing and identity resolution rules while still allowing access to shared data objects like the Contact DLO.

Why Two Data Spaces?

By creating two data spaces (e.g., one for business loans and another for personal loans), Cumulus Financial can maintain separation between the two groups for legal compliance.

Both data spaces can reference the same Contact DLO, ensuring that individual customer data is not duplicated but is accessible in both contexts.

Identity resolution rules can be configured independently within each data space to ensure that the segmentation aligns with the legal requirements.

Steps to Implement This Solution :

Step 1: Navigate to the Data Spaces section in Salesforce Data Cloud.

Step 2: Create two new data spaces: one for "Business Loans" and another for "Personal Loans." Step 3: Configure the identity resolution rules separately for each data space to ensure proper segmentation.

Step 4: Link the existing Contact DLO to both data spaces. This ensures that the same contact data is available in both contexts without duplication.

Step 5: Set up activation rules and permissions to ensure that data from one data space cannot inadvertently mix with the other.

Why Not Other Options?

A). Duplicate the Individual DMO: This would lead to unnecessary duplication of data and increase storage costs. It also introduces complexity in maintaining consistency across duplicated records.

B). Duplicate the Contact DLO: Similar to duplicating the DMO, this approach increases storage and maintenance overhead without solving the core issue of legal separation.

C). Create two identity resolution rules in the same data space: While this might seem like a viable option, it does not provide the required legal separation since both groups would still exist within the same data space.

By using two data spaces, Cumulus Financial achieves the necessary legal separation while maintaining efficiency and avoiding data redundancy.

NEW QUESTION # 161

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