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Salesforce Certified Platform Data Architect Sample Questions (Q270-Q275):

NEW QUESTION # 270

Universal Containers has 30 million case records. The Case object has 80 fields. Agents are reporting reports in the Salesforce org. Which solution should a data architect recommend to improve reporting performance?

- A. Build reports using custom Lightning components.
- B. Contact Salesforce support to enable skinny table for cases.
- C. Create a custom object to store aggregate data and run reports.
- D. Move data off of the platform and run reporting outside Salesforce, and give access to reports.

Answer: D

NEW QUESTION # 271

What is the purpose of Shield Platform Encryption?

- A. Deduplicate records

- B. Backup data
- C. Encrypt data at rest
- D. Improve performance

Answer: C

Explanation:

It protects sensitive data for compliance.

NEW QUESTION # 272

NTO uses salesforce to manage relationships and track sales opportunities. It has 10 million customers and 100 million opportunities. The CEO has been complaining 10 minutes to run and sometimes failed to load, throwing a time out error. Which 3 options should help improve the dashboard performance? Choose 3 answer

- A. De-normalize the data by reducing the number of joins.
- B. Run the dashboard for CEO and send it via email.
- C. Use selective queries to reduce the amount of data being returned.
- D. Reduce the amount of data queried by archiving unused opportunity records.
- E. Remove widgets from the dashboard to reduce the number of graphics loaded.

Answer: A,C,D

Explanation:

To improve the dashboard performance, the data architect should use selective queries to reduce the amount of data being returned, de-normalize the data by reducing the number of joins, and reduce the amount of data queried by archiving unused opportunity records. These options will help optimize the query performance, reduce the query complexity, and free up storage space.

NEW QUESTION # 273

Universal Containers (UC) is migrating from an on-premise homegrown customer relationship management (CRM) system. During analysis, UC users highlight a pain point that there are multiple versions of many customers. What should the data architect do for a successful migration to mitigate the pain point?

- A. Migrate the data as is, and use Salesforce's de-duplicating feature.
- B. Have the users manually clean the data in the old system prior to migration.
- C. Store the data in a staging database, and de-duplicate identical records.
- D. Hire an intern manually de-duplicate the records after migrating to Salesforce.

Answer: C

Explanation:

Storing the data in a staging database and de-duplicating identical records (option D) is the best solution for a successful migration to mitigate the pain point, as it allows the data architect to identify and merge duplicate customers before they are imported into Salesforce.

NEW QUESTION # 274

Northern Trail Outfitters (NTO) wants to start a loyalty program to reward repeat customers. The program will track every item a customer has bought and grants them points for discounts. The following conditions will exist upon implementation:

- Data will be used to drive marketing and product development initiatives.
- NTO estimates that the program will generate 100 million rows of data monthly.
- NTO will use Salesforce's Einstein Analytics and Discovery to leverage their data and make business and marketing decisions.

What should the Data Architect do to store, collect, and use the reward program data?

- A. Have Einstein connect to the point of sales system to capture the Reward Program data.
- B. Create a custom big object in Salesforce which will be used to capture the Reward Program data for consumption by Einstein.
- C. Create a custom object in Salesforce that will be used to capture the Reward Program data.

- D. Create a big object in Einstein Analytics to capture the Loyalty Program data.

Answer: B

Explanation:

According to the official Salesforce guide, big objects are designed to store and manage massive data volumes within Salesforce without affecting performance. They can be queried by using Async SOQL or standard SOQL, and they can be accessed by using Apex, Visualforce, Lightning components, or APIs. Big objects are ideal for storing data that is used for analytics or reporting purposes, such as the reward program data. Option A is the correct answer because it allows NTO to create a custom big object in Salesforce that can store the reward program data and make it available for consumption by Einstein Analytics and Discovery.

NEW QUESTION # 275

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