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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Act on Data: This topic defines activations and their basic use cases, using attributes and related attributes, identifying and analyzing timing dependencies affecting the Data Cloud lifecycle. Additionally it focuses on troubleshooting common problems with activations, and using data actions, including their requirements and intended use cases.
Topic 2	<ul style="list-style-type: none">Data Cloud Overview: This topic covers Data Cloud's function, key terminology, business value, typical use cases, the Data Cloud lifecycle, dependencies, and principles of data ethics. These sub-topics provide an overview of Data Cloud's capabilities and applications.

Topic 3	<ul style="list-style-type: none"> • Data Ingestion and Modeling: This topic covers the different transformation capabilities within Data Cloud. It includes describing processes and considerations for data ingestion from various sources, defining, mapping, and modeling data using best practices aligned with identity resolution. Lastly, it discusses using available tools to inspect and validate ingested and modeled data.
Topic 4	<ul style="list-style-type: none"> • Data Cloud Setup and Administration: This topic includes applying Data Cloud permissions, permission sets, org-wide settings. It describes and configures data stream types, and data bundles. Moreover, it discusses use cases for data spaces, creating data spaces, managing and administering Data Cloud using reports, dashboards, flows, packaging, data kits, diagnosing and exploring data using Data Explorer, Profile Explorer, and APIs.
Topic 5	<ul style="list-style-type: none"> • Identity Resolution: It describes matching and how its rule sets are applied. Furthermore, it discusses reconciling data and its rule sets, the results of identity resolution, and use cases.

Salesforce Certified Data Cloud Consultant Sample Questions (Q48-Q53):

NEW QUESTION # 48

A client wants to bring in loyalty data from a custom object in Salesforce CRM that contains a point balance for accrued hotel points and airline points within the same record. The client wants to split these point systems into two separate records for better tracking and processing.

What should a consultant recommend in this scenario?

- A. Create a junction object in Salesforce CRM and modify the ingestion strategy.
- **B. Use batch transforms to create a second data lake object.**
- C. Create a data kit from the data lake object and deploy it to the same Data Cloud org.
- D. Clone the data source object.

Answer: B

Explanation:

Batch transforms are a feature that allows creating new data lake objects based on existing data lake objects and applying transformations on them. This can be useful for splitting, merging, or reshaping data to fit the data model or business requirements. In this case, the consultant can use batch transforms to create a second data lake object that contains only the airline points from the original loyalty data object. The original object can be modified to contain only the hotel points. This way, the client can have two separate records for each point system and track and process them accordingly. Reference: Batch Transforms, Create a Batch Transform

NEW QUESTION # 49

A consultant wants to confirm the Identity resolution they just set up. Which two features can the consultant use to validate the data on a unified profile?

Choose 2 answers

- A. Identity Resolution
- B. Data Actions
- **C. Data Explorer**
- **D. Query API**

Answer: C,D

Explanation:

To validate the data on a unified profile after setting up identity resolution, the consultant can use Data Explorer and the Query API. Here's why:

Understanding Identity Resolution Validation

Identity resolution combines data from multiple sources into a unified profile.

Validating the unified profile ensures that the resolution process is working correctly and that the data is accurate.

Why Data Explorer and Query API?

Data Explorer :

Data Explorer is a built-in tool in Salesforce Data Cloud that allows users to view and analyze unified profiles.

It provides a detailed view of individual profiles, including resolved identities and associated attributes.

Query API :

The Query API enables programmatic access to unified profiles and related data.

Consultants can use the API to query specific profiles and validate the results of identity resolution programmatically.

Other Options Are Less Suitable :

A . Identity Resolution : This refers to the process itself, not a tool for validation.

B . Data Actions : Data actions are used to trigger workflows or integrations, not for validating unified profiles.

Steps to Validate Unified Profiles

Using Data Explorer :

Navigate to Data Cloud > Data Explorer .

Search for a specific profile and review its resolved identities and attributes.

Verify that the data aligns with expectations based on the identity resolution rules.

Using Query API :

Use the Query API to retrieve unified profiles programmatically.

Compare the results with expected outcomes to confirm accuracy.

Conclusion

The consultant should use Data Explorer and the Query API to validate the data on unified profiles, ensuring that identity resolution is functioning as intended.

NEW QUESTION # 50

Northern Trail Outfitters (NTO) owns and operates six unique brands, each with their own set of customers, transactions, and loyalty information. The marketing director wants to ensure that segments and activations from the NTO Outlet brand do not reference customers or transactions from the other brands.

What is the most efficient approach to handle this requirement?

- **A. Separate the Outlet brand into a data space.**
- B. Create a batch data transform to generate a DLO for the Outlet brand.
- C. Use Business Unit Aware activation.
- D. Separate the brands into six different data spaces.

Answer: A

Explanation:

To ensure segments and activations for the NTO Outlet brand do not reference data from other brands, the most efficient approach is to isolate the Outlet brand's data using Data Spaces. Here's the analysis:

Data Spaces (Option B):

Definition: Data Spaces in Salesforce Data Cloud partition data into isolated environments, ensuring that segments, activations, and analytics only reference data within the same space.

Why It Works: By creating a dedicated Data Space for the Outlet brand, all customer, transaction, and loyalty data for Outlet will be siloed. Segments and activations built in this space cannot access data from other brands, even if they exist in the same Data Cloud instance.

Efficiency: This avoids complex filtering logic or manual data management. It aligns with Salesforce's best practice of using Data Spaces for multi-brand or multi-entity organizations (Source: Salesforce Data Cloud Implementation Guide, "Data Partitioning with Data Spaces").

Why Other Options Are Incorrect:

Business Unit Aware Activation (A):

Business Unit (BU) settings in Salesforce CRM control record visibility but are not natively tied to Data Cloud segmentation.

BU-aware activation ensures activations respect sharing rules but does not prevent segments from referencing data across BUs in Data Cloud.

Six Different Data Spaces (C):

While creating a Data Space for each brand (6 total) would technically isolate all data, the requirement specifically focuses on the Outlet brand. Creating six spaces is unnecessary overhead and not the "most efficient" solution.

Batch Data Transform to Generate DLO (D):

Creating a Data Lake Object (DLO) via batch transforms would require ongoing manual effort to filter Outlet-specific data and does not inherently prevent cross-brand references in segments.

Steps to Implement:

Step 1: Navigate to Data Cloud Setup > Data Spaces and create a new Data Space for the Outlet brand.

Step 2: Ingest Outlet-specific data (customers, transactions, loyalty) into this Data Space.

Step 3: Build segments and activations within the Outlet Data Space. The system will automatically restrict access to other brands' data.

Conclusion: Separating the Outlet brand into its own Data Space (Option B) is the most efficient way to enforce data isolation and meet the requirement. This approach leverages native Data Cloud functionality without overcomplicating the setup.

NEW QUESTION # 51

A consultant is setting up a data stream with transactional data, Which field type should the consultant choose to ensure that leading zeros in the purchase order number are preserved?

- A. Serial
- **B. Text**
- C. Number
- D. Decimal

Answer: B

Explanation:

The field type Text should be chosen to ensure that leading zeros in the purchase order number are preserved. This is because text fields store alphanumeric characters as strings, and do not remove any leading or trailing characters. On the other hand, number, decimal, and serial fields store numeric values as numbers, and automatically remove any leading zeros when displaying or exporting the data 123. Therefore, text fields are more suitable for storing data that needs to retain its original format, such as purchase order numbers, zip codes, phone numbers, etc. Reference:

Zeros at the start of a field appear to be omitted in Data Exports

Keep First '0' When Importing a CSV File

Import and export address fields that begin with a zero or contain a plus symbol

NEW QUESTION # 52

Cumulus Financial wants to segregate Salesforce CRM Account data based on Country for its Data Cloud users.

What should the consultant do to accomplish this?

- A. Use streaming transforms to filter out Account data based on Country and map to separate data model objects accordingly.
- B. Use formula fields based on the account Country field to filter incoming records.
- C. Use Salesforce sharing rules on the Account object to filter and segregate records based on Country.
- **D. Use the data spaces feature and applying filtering on the Account data lake object based on Country.**

Answer: D

Explanation:

Explanation

Data spaces are a feature that allows Data Cloud users to create subsets of data based on filters and permissions. Data spaces can be used to segregate data based on different criteria, such as geography, business unit, or product line. In this case, the consultant can use the dataspace feature and apply filtering on the Account data lake object based on Country. This way, the Data Cloud users can access only the Account data that belongs to their respective countries. References: Data Spaces, Create a Data Space

NEW QUESTION # 53

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