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>> Exam Data-Cloud-Consultant Practice <<

## Exam Data-Cloud-Consultant Practice and Salesforce Data-Cloud-Consultant Latest Braindumps Sheet: Salesforce Certified Data Cloud Consultant Latest Released

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### Salesforce Certified Data Cloud Consultant Sample Questions (Q143-Q148):

#### NEW QUESTION # 143

Northern Trail Outfitters uploads new customer data to an Amazon S3 Bucket on a daily basis to be ingested in Data Cloud. Based on this, a calculated insight is created that shows the total spend per customer in the last 30 days.

In which sequence should each process be run to ensure that freshly imported data is ready and available to use for any segment?

- A. Refresh Data Stream > Calculated Insight > Identity Resolution
- B. Identity Resolution > Refresh Data Stream > Calculated Insight
- C. Refresh Data Stream > Identity Resolution > Calculated Insight
- D. Calculated Insight > Refresh Data Stream > Identity Resolution

**Answer: C**

**Explanation:**

To ensure that freshly imported data is ready and available for use in any segment, the processes should be run in the following sequence: Refresh Data Stream > Identity Resolution > Calculated Insight . Here's why:

**Understanding the Requirement**

Northern Trail Outfitters uploads new customer data daily to an Amazon S3 bucket, which is ingested into Data Cloud.

A calculated insight is created to show the total spend per customer in the last 30 days.

The goal is to ensure that the data is properly refreshed, resolved, and processed before being used in segments.

**Why This Sequence?**

**Step 1: Refresh Data Stream**

Before any processing can occur, the data stream must be refreshed to ingest the latest data from the Amazon S3 bucket.

This ensures that the most up-to-date customer data is available in Data Cloud.

**Step 2: Identity Resolution**

After refreshing the data stream, identity resolution must be performed to merge related records into unified profiles.

This step ensures that customer data is consolidated and ready for analysis.

**Step 3: Calculated Insight**

Once identity resolution is complete, the calculated insight can be generated to calculate the total spend per customer in the last 30 days.

This ensures that the insight is based on the latest and most accurate data.

**Other Options Are Incorrect :**

B). Refresh Data Stream > Calculated Insight > Identity Resolution : Calculated insights cannot be generated before identity resolution because they rely on unified profiles.

C). Calculated Insight > Refresh Data Stream > Identity Resolution : Calculated insights require both fresh data and resolved identities, so this sequence is invalid.

D). Identity Resolution > Refresh Data Stream > Calculated Insight : Identity resolution cannot occur without first refreshing the data stream to bring in the latest data.

**Conclusion**

The correct sequence is Refresh Data Stream > Identity Resolution > Calculated Insight , ensuring that the data is properly refreshed, resolved, and processed before being used in segments.

**NEW QUESTION # 144**

Northern Trail Outfitters uploads new customer data to an Amazon S3 Bucket on a daily basis to be ingested in Data Cloud.

In what order should each process be run to ensure that freshly imported data is ready and available to use for any segment?

- A. Refresh Data Stream > Calculated Insight > Identity Resolution
- B. Identity Resolution > Refresh Data Stream > Calculated Insight
- **C. Refresh Data Stream > Identity Resolution > Calculated Insight**
- D. Calculated Insight > Refresh Data Stream > Identity Resolution

**Answer: C**

**Explanation:**

To ensure that freshly imported data from an Amazon S3 Bucket is ready and available to use for any segment, the following processes should be run in this order:

**Refresh Data Stream:** This process updates the data lake objects in Data Cloud with the latest data from the source system. It can be configured to run automatically or manually, depending on the data stream settings<sup>1</sup>.

Refreshing the data stream ensures that Data Cloud has the most recent and accurate data from the Amazon S3 Bucket.

**Identity Resolution:** This process creates unified individual profiles by matching and consolidating source profiles from different data streams based on the identity resolution ruleset. It runs daily by default, but can be triggered manually as well<sup>2</sup>. Identity resolution ensures that Data Cloud has a single view of each customer across different data sources.

**Calculated Insight:** This process performs calculations on data lake objects or CRM data and returns a result as a new data object. It can be used to create metrics or measures for segmentation or analysis purposes<sup>3</sup>.

Calculated insights ensure that Data Cloud has the derived data that can be used for personalization or activation.

1: Configure Data Stream Refresh and Frequency - Salesforce

2: Identity Resolution Ruleset Processing Results - Salesforce

3: Calculated Insights - Salesforce

### NEW QUESTION # 145

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

**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 # 146

What is the role of artificial intelligence (AI) in Data Cloud?

- A. Generating email templates for use cases
- B. Creating dynamic data-driven management dashboards
- **C. Enhancing customer interactions through insights and predictions**
- D. Automating data validation

**Answer: C**

Explanation:

\* Role of AI in Data Cloud: Artificial intelligence (AI) plays a crucial role in Salesforce Data Cloud by leveraging data to generate insights and predictions that enhance customer interactions.

\* Insights and Predictions:

AI Algorithms: Use machine learning algorithms to analyze vast amounts of customer data.

Predictive Analytics: Provide predictive insights, such as customer behavior trends, preferences, and potential future actions.

\* Enhancing Customer Interactions:

Personalization: AI helps in creating personalized experiences by predicting customer needs and preferences.

Efficiency: Enables proactive customer service by predicting issues and suggesting solutions before customers reach out.

Marketing: Improves targeting and segmentation, ensuring that marketing efforts are directed towards the most promising leads and customers.

\* Use Cases:

Recommendation Engines: Suggest products or services based on past behavior and preferences.

Churn Prediction: Identify customers at risk of leaving and engage them with retention strategies.

\* Reference:

Salesforce Data Cloud AI Capabilities

Salesforce AI for Customer Interaction

### NEW QUESTION # 147

A Data Cloud consultant is evaluating the initial phase of the Data Cloud lifecycle for a company.

Which action is essential to effectively begin the Data Cloud lifecycle?

- **A. Identify use cases and the required data sources and data quality.**
- B. Analyze and partition the data into data spaces.
- C. Migrate the existing data into the Customer 360 Data Model.
- D. Use calculated insights determine the benefits of Data Cloud for this company.

**Answer: A**

Explanation:

\* Data Cloud Lifecycle: The initial phase of the Salesforce Data Cloud lifecycle is critical for setting the foundation for successful data integration and utilization.

\* Identifying Use Cases:

Importance: Defining clear use cases helps in understanding the business objectives and how Data Cloud can address them.

Required Data Sources: Identifying the necessary data sources ensures that relevant data is ingested into Data Cloud.

Data Quality: Assessing data quality is essential for accurate and reliable data analysis and insights.

\* Actions:

Step 1: Engage with stakeholders to define specific use cases for Data Cloud.

Step 2: Identify and catalog the required data sources for these use cases.

Step 3: Evaluate the quality of data from these sources to ensure they meet the standards for effective data analysis.

\* Reference:

Salesforce Data Cloud Implementation Guide

Salesforce Data Cloud Lifecycle

## NEW QUESTION # 148

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