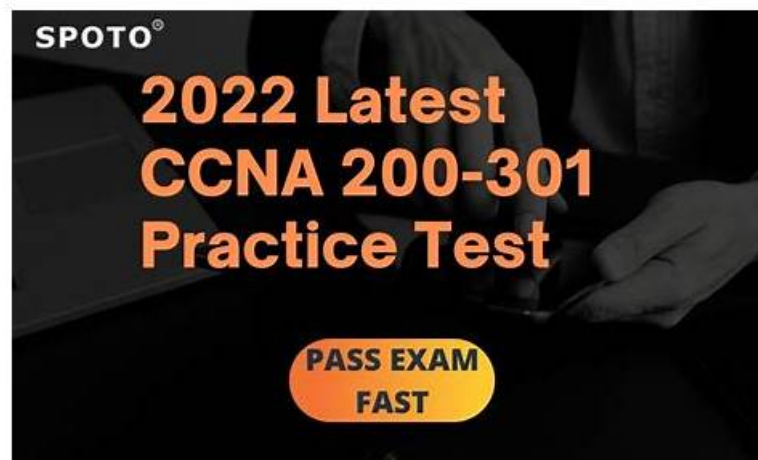


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Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Business Analysis: This section of the exam measures skills of Tableau Consultants focusing on evaluating the current state of analytics within an organization. It covers mapping business needs to Tableau capabilities, translating analytical requirements to best practices in Tableau, and recommending appropriate deployment options like Tableau Server or Tableau Cloud. It also includes evaluating existing data structures for supporting business needs and identifying performance risks and opportunities.
Topic 2	<ul style="list-style-type: none">• IT Management: This domain measures skills related to managing Tableau environments. It includes planning server upgrades, recommending deployment solutions (on-premise or cloud), and ensuring alignment between technical and business requirements for analytics infrastructure. It also involves troubleshooting and optimizing system performance relevant to Tableau Server and Cloud deployments.
Topic 3	<ul style="list-style-type: none">• Data Analysis: This domain targets Tableau Consultants to plan and prepare data connections effectively. It includes recommending data transformation strategies, designing row-level security (RLS) data structures, and implementing advanced data connections such as Web Data Connectors and Tableau Bridge. Skills in specifying granularity and aggregation strategies for data sources across Tableau products are emphasized.
Topic 4	<ul style="list-style-type: none">• Business Consulting: For Tableau Consultants, this section involves designing and troubleshooting calculations and workbooks to meet advanced analytical use cases. It covers selecting appropriate chart types, applying Tableau's order of operations in calculations, building interactivity into dashboards, and optimizing workbook performance by resolving resource-intensive queries and other design-related issues.
Topic 5	<ul style="list-style-type: none">• Data Management: This part focuses on establishing governance and support for published content. Tableau Consultants are expected to manage data security, publish and maintain data sources and workbooks, and oversee content access. It includes applying governance best practices, using metadata APIs, and supporting administration functions to maintain data integrity and accessibility.

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Salesforce Certified Tableau Consultant Sample Questions (Q69-Q74):

NEW QUESTION # 69

A stakeholder has multiple files saved (CSV/Tables) in a single location. A few files from the location are required for analysis. Data transformation (calculations) is required for the files before designing the visuals. The files have the following attributes:

- . All files have the same schema.
- . Multiple files have something in common among their file names.
- . Each file has a unique key column.

Which data transformation strategy should the consultant use to deliver the best optimized result?

- A. Apply the data transformation (calculations) in each require file and do the wildcard union to combine/merge before designing the visuals.
- B. Use join option to combine/merge all the files together before doing the data transformation (calculations).
- C. Apply the data transformation (calculations) in each require file and do the join to combine/merge before designing the visuals.
- D. Use wildcard Union option to combine/merge all the files together before doing the data transformation (calculations).

Answer: D

Explanation:

Moving calculations to the data layer and materializing them in the extract can significantly improve the performance of reports in Tableau. The calculation $ZN([Sales]) * (1 - ZN([Discount]))$ is a basic calculation that can be easily computed in advance and stored in the extract, speeding up future queries. This type of calculation is less complex than table calculations or LOD expressions, which are better suited for dynamic analysis and may not benefit as much from materialization¹².

References: The answer is based on the best practices for creating efficient calculations in Tableau, as described in Tableau's official documentation, which suggests using basic and aggregate calculations to improve performance¹. Additionally, the process of materializing calculations in extracts is detailed in Tableau's resources².

Given that all files share the same schema and have a common element in their file names, the wildcard union is an optimal approach to combine these files before performing any transformations. This strategy offers the following advantages:

Efficient Data Combination: Wildcard union allows multiple files with a common naming scheme to be combined into a single dataset in Tableau, streamlining the data preparation process.

Uniform Schema Handling: Since all files share the same schema, wildcard union ensures that the combined dataset maintains consistency in data structure, making further data manipulation more straightforward.

Pre-Transformation Combination: Combining the files before applying transformations is generally more efficient as it reduces redundancy in transformation logic across multiple files. This means transformations are written and processed once on the unified dataset, rather than repeatedly for each individual file.

References:

Wildcard Union in Tableau: This feature simplifies the process of combining multiple similar files into a single Tableau data source, ensuring a seamless and efficient approach to data integration and preparation.

NEW QUESTION # 70

A customer wants to leverage generative AI capabilities. The customer is currently on Tableau Server 2023.1.

How is the customer able to leverage generative AI in Tableau?

- A. Use a dashboard accelerator from Tableau Exchange.
- B. Perform API calls from Tableau Server to sandboxed extensions hosted by Tableau.
- C. Upgrade Tableau Server from 2023.1 to the latest version.

- **D. Migrate Tableau Server to Tableau Cloud.**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Tableau's official generative AI capability- Tableau Pulse and Einstein-powered Tableau AI features- are available only on Tableau Cloud, not Tableau Server.

Key Tableau facts:

- * Tableau Server (any version, including new ones) does not provide generative AI capabilities.
- * Tableau Cloud includes AI features such as:
- * Tableau Pulse
- * Einstein Copilot
- * Natural language questions
- * Automated insights
- * Upgrading Tableau Server does not provide generative AI.
- * Extensions and accelerators do not enable AI functionality.

Therefore, the customer must migrate from Tableau Server to Tableau Cloud to leverage generative AI.

- * Tableau AI/Pulse documentation stating availability only in Tableau Cloud.
- * Feature comparison charts showing generative AI unavailable on Tableau Server.

NEW QUESTION # 71

A client is considering migrating from Tableau Server to Tableau Cloud.

Which two elements are determining factors of whether the client should use Tableau Server or Tableau Cloud? Choose two.

- **A. Whether or not the client plans to leverage single sign-on (SSO)**
- B. Whether or not the client needs the ability to connect to public, cloud-based data sources
- **C. Whether or not there are large numbers of concurrent extract refreshes**
- D. Amount of data storage used on the client's existing server

Answer: A,C

Explanation:

When considering a migration from Tableau Server to Tableau Cloud, two critical factors to consider are the client's need for single sign-on (SSO) and the volume of concurrent extract refreshes.

Single Sign-On (SSO): Tableau Cloud supports SSO, which can streamline user authentication and enhance security. If the client plans to leverage SSO, Tableau Cloud may be a suitable choice¹.

Concurrent Extract Refreshes: The number of concurrent extract refreshes is a significant factor because it impacts performance and resource allocation. Tableau Server might be more appropriate if the client has a high volume of concurrent extract refreshes, as it allows for more control over the infrastructure to manage these workloads².

References: The decision between Tableau Server and Tableau Cloud should be based on specific organizational needs, including security, compliance, performance, and scalability. The official Tableau resources provide guidance on these factors^{1,2}. Additionally, discussions in the Tableau Community highlight the importance of considering these elements when choosing between Tableau Server and Tableau Cloud¹.

NEW QUESTION # 72

A data analyst sets up a calculation to filter a dashboard so that it displays only the users' information. The dashboard will then be published to Tableau Cloud.

The data analyst plans to use the following calculation to filter the data: USERNAME() = [Correct Answer] Which column in the table below should the data analyst reference in the calculation?

□

- A. Abbreviated Name
- **B. Email**
- C. Lower case Name

Answer: B

Explanation:

When dashboards are published to Tableau Cloud, the function USERNAME() returns the user's Tableau Cloud username, which is

the email address associated with their Tableau Cloud account.

Tableau documentation states:

- * On Tableau Cloud, the value returned by USERNAME() is always the user's email address.
- * Row-Level Security (RLS) is typically implemented using a comparison of USERNAME() to an email field in the data source.
- * For secure filtering, the field compared to USERNAME() must match the authentication identity exactly.

Looking at the provided table:

- * "Abbreviated Name" contains short custom codes like "SMiller," which do not match Tableau Cloud usernames.
- * "Lower Case Name" contains names like "sean miller," which also do not match Tableau Cloud usernames.
- * "Email" contains the full email address for each user, such as "Sean.Miller@superstore.com," which is the only field that corresponds to what USERNAME() returns in Tableau Cloud.

Therefore, the correct field to reference is Email.

- * Tableau Cloud authentication documentation stating USERNAME() returns the user's email address.
- * Row-Level Security setup guidance recommending the comparison USERNAME() = [Email Field].
- * Tableau security practices indicating only the email column will match USERNAME() values on Tableau Cloud.

NEW QUESTION # 73

A client requests a published Tableau data source that is connected to SQL Server. The client needs to leverage the multiple tables option to create an extract. The extract will include partial data from the SQL Server data source.

Which action will reduce the amount of data in the extract?

- A. Aggregate the extract to the visible dimensions.
- B. Set up the extract as an incremental refresh.
- C. Use an extract filter.
- D. Define the filters by using custom SQL.

Answer: C

Explanation:

Using an extract filter is an effective way to reduce the amount of data in a Tableau extract. Extract filters allow you to specify a subset of the data to include, which can significantly decrease the size of the extract by excluding unnecessary data. This is particularly useful when you only need partial data from a larger SQL Server data source.

References: The recommendation to use extract filters to reduce data size is supported by Tableau's best practices for optimizing extracts. These practices suggest keeping the extract's data set short through filtering¹. Additionally, discussions in the Tableau Community confirm that hiding fields and using extract filters before extracting data can help reduce the extract size².

When dealing with large datasets in SQL Server and needing to create a manageable extract in Tableau, using an extract filter is the most direct and effective method to limit the data included:

Extract Filter: This involves setting filters that apply directly when the data is extracted from the source.

This means that only the data meeting the specified criteria will be extracted and loaded into Tableau, significantly reducing the size of the extract.

To apply an extract filter, in the Data Source page in Tableau, drag the fields you want to filter by to the Filters shelf. Then, configure the desired filter criteria. When you create the extract, choose the option to "Add Filters to Extract" and select the configured filters. This ensures that only the data that meets these conditions is extracted from the SQL Server.

This approach not only minimizes the data volume but also speeds up performance in Tableau because it processes a smaller subset of the full dataset.

References This procedure is described in detail in Tableau's help documentation on managing extracts and optimizing performance by using extract filters, which is recommended for scenarios involving large datasets or when specific subsets of data are required for analysis.

NEW QUESTION # 74

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