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## Salesforce Analytics-Con-301 Exam Syllabus Topics:

| Topic   | Details  |
|---------|--|
| Topic 1 | <ul style="list-style-type: none"> <li>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.</li> </ul>  |
| Topic 2 | <ul style="list-style-type: none"> <li>Data Visualization: This section evaluates the Tableau Consultant's ability to design effective visual analytics solutions. It involves creating dashboards and visual reports that enhance user understanding, employing techniques like dynamic actions and advanced chart types, and ensuring performance optimization for an interactive user experience.</li> </ul>  |
| Topic 3 | <ul style="list-style-type: none"> <li>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.</li> </ul>   |
| Topic 4 | <ul style="list-style-type: none"> <li>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.</li> </ul> |

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## Salesforce Certified Tableau Consultant Sample Questions (Q39-Q44):

### NEW QUESTION # 39

A client has many published data sources in Tableau Server. The data sources use the same databases and tables. The client notices different departments give different answers to the same business questions, and the departments cannot trust the data. The client wants to know what causes data sources to return different data.

Which tool should the client use to identify this issue?

- A. Tableau Prep Conductor
- B. Ask Data
- C. Tableau Catalog
- D. Tableau Resource Monitoring Tool

**Answer: C**

Explanation:

The Tableau Catalog is part of the Tableau Data Management Add-on and is designed to help users understand the data they are using within Tableau. It provides a comprehensive view of all the data assets in Tableau Server or Tableau Online, including databases, tables, and fields. It can help identify issues such as data quality, data lineage, and impact analysis. In this case, where different departments are getting different answers to the same business questions, the Tableau Catalog can be used to track down inconsistencies and ensure that everyone is working from the same, reliable data source.

References: The recommendation for using Tableau Catalog is based on its features that support data discovery, quality, and governance, which are essential for resolving data inconsistencies across different departments<sup>12</sup>.

When different departments report different answers to the same business questions using the same databases and tables, the issue often lies in how data is being accessed and interpreted differently across departments.

Tableau Catalog, a part of Tableau Data Management, can be used to solve this problem:

Visibility: Tableau Catalog gives visibility into the data used in Tableau, showing users where data comes from, where it's used, and who's using it.

Consistency and Trust: It helps ensure consistency and trust in data by providing detailed metadata management that can highlight discrepancies in data usage or interpretation.

Usage Metrics and Lineage: It offers tools for tracking usage metrics and understanding data lineage, which can help in identifying why different departments might see different results from the same underlying data.

References:

Tableau Catalog Usage: The Catalog is instrumental in providing a detailed view of the data environment, allowing organizations to audit, track, and understand data discrepancies across different users and departments.

### NEW QUESTION # 40

SIMULATION

From the desktop, open the CC workbook. Use the US Population Estimates data source.

You need to shape the data in US Population Estimates by using Tableau Desktop. The data must be formatted as shown in the following table.

| Field name | Data type      |
|------------|----------------|
| Sex        | String         |
| Origin     | String         |
| Race       | String         |
| Year       | Number (whole) |
| Age        | Number (whole) |
| Population | Number (whole) |

Open the Population worksheet. Enter the total number of records contained in the data set into the Total Records parameter.

From the File menu in Tableau Desktop, click Save.

**Answer:**

Explanation:

See the complete Steps below in Explanation

Explanation:

To shape the data in the "US Population Estimates" data source and enter the total number of records into the "Total Records" parameter in Tableau Desktop, follow these steps:

Open the CC Workbook and Access the Worksheet:

From the desktop, double-click on the CC workbook to open it in Tableau Desktop.

Navigate to the Population worksheet by selecting its tab at the bottom of the window.

Format and Shape the Data:

Ensure the data types match those specified in the requirements: Sex, Origin, Race as strings; Year, Age, Population as whole numbers.

To verify or change the data type, click on the dropdown arrow next to each field name in the Data pane and select "Change Data Type" if necessary.

Calculate Total Number of Records:

Create a new calculated field named "Total Records". To do this, right-click in the Data pane and select "Create Calculated Field". Enter the formula `COUNT([Record ID])` or `SUM([Number of Records])` depending on how the data source identifies each row uniquely.

Drag this new calculated field onto the worksheet to display the total number of records.

Enter the Value into the Total Records Parameter:

Locate the "Total Records" parameter in the Data pane. Right-click on the parameter and select "Edit".

Manually enter the number displayed from the calculated field into the parameter, ensuring accuracy to meet the data shaping requirement.

Save Your Changes:

From the File menu, click 'Save' to ensure all your changes are stored.

References:

Tableau Desktop Guide: Provides detailed instructions on managing data types, creating calculated fields, and updating parameters.

Tableau Data Shaping Techniques: Outlines effective methods for manipulating and structuring data for analysis.

This process will ensure the data in the "US Population Estimates" is accurately shaped according to the specified format and that the total number of records is correctly calculated and entered into the designated parameter. This thorough approach ensures data integrity and accuracy in reporting.

## NEW QUESTION # 41

A client currently has a workbook with the table shown below.

| Category   | Sub-Category | Sales     | Total Sales Value |     |
|------------|--------------|-----------|-------------------|-----|
| Furniture  | Bookcases    | \$115,361 | \$2,326,534       | Abc |
|            | Chairs       | \$335,768 | \$2,326,534       | Abc |
|            | Furnishings  | \$95,598  | \$2,326,534       | Abc |
|            | Tables       | \$208,020 | \$2,326,534       | Abc |
| Office     | Appliances   | \$108,213 | \$2,326,534       | Abc |
|            | Art          | \$27,659  | \$2,326,534       | Abc |
| Supplies   | Binders      | \$207,355 | \$2,326,534       | Abc |
|            | Envelopes    | \$16,528  | \$2,326,534       | Abc |
|            | Fasteners    | \$8,532   | \$2,326,534       | Abc |
|            | Labels       | \$12,695  | \$2,326,534       | Abc |
|            | Paper        | \$79,541  | \$2,326,534       | Abc |
|            | Storage      | \$224,645 | \$2,326,534       | Abc |
|            | Supplies     | \$46,725  | \$2,326,534       | Abc |
| Technology | Computers    | \$230,300 | \$2,326,534       | Abc |
|            | Machines     | \$189,925 | \$2,326,534       | Abc |
|            | Phones       | \$331,843 | \$2,326,534       | Abc |

Which method will produce the output for the Total Sales Value field for all the categories shown in the table?

- A. Quick Table Calculation
- B. A Window Function
- C. Level of Detail (LOD) Calculation
- D. MAX() Function

Answer: C

Explanation:

To calculate the Total Sales Value for all categories as displayed in the table, an LOD expression is ideal. An LOD calculation in Tableau allows you to compute values at the data level that is different from the view level. In this case, since the Total Sales Value

appears consistent across different sub-categories within each category, an LOD expression can be used to fix the Total Sales Value irrespective of the sub-category detail. Here's how to set it up:

Go to the Calculations area by right-clicking in the data pane and selecting "Create Calculated Field".

Enter a name for the calculation, such as "Total Sales Value".

Enter the LOD expression: `{ FIXED [Category] : SUM([Sales]) }`. This calculation fixes the total sales to the category level, effectively summing sales for all sub-categories within each category, irrespective of how the data is broken down in the view.

Drag this new calculated field into your visualization alongside the existing measures.

This method ensures that the Total Sales Value reflects the total for each category across all its sub-categories, matching the uniform values shown across different rows for each category in your table.

References

The explanation utilizes the concept of Level of Detail calculations in Tableau, which allows for advanced aggregations independent of the view level details. This concept is covered extensively in Tableau's official documentation and relevant training materials such as Tableau's online help resources.

## NEW QUESTION # 42

A business analyst is creating a view of the top 10 customers for each region. The analyst has set a "Top 10" filter on Customer Name. However, it did not display the top 10 customers per region, as shown in the image below.



Which type of filter should the business analyst add to filter for region?

- A. Context filter
- B. Extract filter
- C. Table Calculation filter
- D. Dimension filter

**Answer: A**

Explanation:

The issue occurs because of Tableau's Order of Operations.

Key Tableau logic:

- \* Top N filters are a type of Dimension filter.
- \* Dimension filters are evaluated after Context filters.
- \* When you place Region on Filters (as a standard dimension filter), Tableau:
  - \* First applies the Customer Name Top 10 filter across the entire data set, not per region.
  - \* Then limits the view to the selected region(s).
  - \* This results in seeing the global Top 10 customers, not the Top 10 per region.

How to fix it:

To force Tableau to compute Top 10 customers within each region, the Region filter must be applied before the Top N Customer filter.

This is done by making Region a Context Filter.

Effect of a Context Filter:

- \* Context filters are executed before the Top N filter.
- \* Region becomes the context.
- \* Tableau then evaluates the Top 10 customers inside each region's subset of data.

This produces the correct "Top 10 customers per region".

Why the other options are incorrect:

A). Extract filter

Applies once when creating the extract; does not control Top N logic inside the workbook.

B). Dimension filter

This is what the analyst already has - and it causes the unwanted behavior because it happens after the Top N filter.

C). Table Calculation filter

Top N is not a table calculation; table calc filters cannot fix this problem.

Only the Context Filter changes the execution order so Top N works per region.

\* Tableau Order of Operations showing Context Filters applied before Top N filters.

\* Best practices recommending Context Filters when Top N must be computed within subcategories.

\* Filtering documentation explaining that Top N filters require context when additional dimensional filters are present.

### NEW QUESTION # 43

For a new report, a consultant needs to build a data model with three different tables, including two that contain hierarchies of locations and products. The third table contains detailed warehousing data from all locations across six countries. The consultant uses Tableau Cloud and the size of the third table excludes using an extract.

What is the most performant approach to model the data for a live connection?

- A. Joining the tables in Tableau Prep
- B. Joining the tables in Tableau Desktop
- C. Blending the first two tables with the third
- D. Relating the tables in Tableau Desktop

**Answer: D**

Explanation:

For a performant live connection in Tableau Cloud, especially when dealing with large datasets that preclude the use of extracts, relating the tables in Tableau Desktop is the recommended approach. This method allows for flexibility in how the data is queried and can improve performance by leveraging Tableau's relationships feature, which optimizes queries for the underlying database.

References: The best practices for live connections in Tableau Cloud suggest using relationships to manage complex data models efficiently<sup>1</sup>. Additionally, Tableau's documentation on connecting data sources recommends using relationships for better performance with live connections<sup>2</sup>.

### NEW QUESTION # 44

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