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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">Segmentation and Insights: This topic defines basic concepts of segmentation and use cases, identifies scenarios for analyzing segment membership, configuring, refining, and maintaining segments within Data Cloud, and differentiating between calculated and streaming insights.
Topic 4	<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 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.

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Salesforce Certified Data Cloud Consultant Sample Questions (Q156-Q161):

NEW QUESTION # 156

Data Cloud receives a nightly file of all ecommerce transactions from the previous day.

Several segments and activations depend upon calculated insights from the updated data in order to maintain accuracy in the customer's scheduled campaign messages.

What should the consultant do to ensure the ecommerce data is ready for use for each of the scheduled activations?

- A. Set a refresh schedule for the calculated insights to occur every hour.
- B. Ensure the activations are set to Incremental Activation and automatically publish every hour.
- **C. Use Flow to trigger a change data event on the ecommerce data to refresh calculated insights and segments before the activations are scheduled to run.**
- D. Ensure the segments are set to Rapid Publish and set to refresh every hour.

Answer: C

Explanation:

Explanation

The best option that the consultant should do to ensure the ecommerce data is ready for use for each of the scheduled activations is A. Use Flow to trigger a change dataevent on the ecommerce data to refresh calculated insights and segments before the activations are scheduled to run. This option allows the consultant to use the Flow feature of Data Cloud, which enables automation and orchestration of data processing tasks based on events or schedules. Flow can be used to trigger a change data event on the ecommerce data, which is a type of event that indicates that the data has been updated or changed. This event can then trigger the refresh of the calculated insights and segments that depend on the ecommerce data, ensuring that they reflect the latest data. The refresh of the calculated insights and segments can be completed before the activations are scheduled to run, ensuring that the customer's scheduled campaign messages are accurate and relevant.

The other options are not as good as option A. Option B is incorrect because setting a refresh schedule for the calculated insights to occur every hour may not be sufficient or efficient. The refresh schedule may not align with the activation schedule, resulting in outdated or inconsistent data. The refresh schedule may also consume more resources and time than necessary, as the ecommerce data may not change every hour. Option C is incorrect because ensuring the activations are set to Incremental Activation and automatically publish every hour may not solve the problem. Incremental Activation is a feature that allows only the new or changed records in a segment to be activated, reducing the activation time and size. However, this feature does not ensure that the segment data is updated or refreshed based on the ecommerce data. The activation schedule may also not match the ecommerce data update schedule, resulting in inaccurate or irrelevant campaign messages. Option D is incorrect because ensuring the segments are set to Rapid Publish and set to refresh every hour may not be optimal or effective. Rapid Publish is a feature that allows segments to be published faster by skipping some validation steps, such as checking for duplicate records or invalid values. However, this feature may compromise the quality or accuracy of the segment data, and may not be suitable for all use cases. The refresh schedule may also have the same issues as option B, as it may not sync with the ecommerce data update schedule or the activation schedule, resulting in outdated or inconsistent data. References: Salesforce Data Cloud Consultant Exam Guide, Flow, Change Data Events, Calculated Insights, Segments, [Activation]

NEW QUESTION # 157

A customer wants to use the transactional data from their data warehouse in Data Cloud.

They are only able to export the data via an SFTP site.

How should the file be brought into Data Cloud?

- A. Use Salesforce's Dataloader application to perform a bulk upload from a desktop.
- **B. Ingest the file with the SFTP Connector.**
- C. Manually import the file using the Data Import Wizard.
- D. Ingest the file through the Cloud Storage Connector.

Answer: B

Explanation:

Explanation

The SFTP Connector is a data source connector that allows Data Cloud to ingest data from an SFTP server.

The customer can use the SFTP Connector to create a data stream from their exported file and bring it into Data Cloud as a data lake object. The other options are not the best ways to bring the file into Data Cloud because:

- * B. The Cloud Storage Connector is a data source connector that allows Data Cloud to ingest data from cloud storage services such as Amazon S3, Azure Storage, or Google Cloud Storage. The customer does not have their data in any of these services, but only on an SFTP site.
- * C. The Data Import Wizard is a tool that allows users to import data for many standard Salesforce objects, such as accounts, contacts, leads, solutions, and campaign members. It is not designed to import data from an SFTP site or for custom objects in Data Cloud.
- * D. The Data Loader is an application that allows users to insert, update, delete, or export Salesforce records. It is not designed to ingest data from an SFTP site or into Data Cloud. References: SFTP Connector - Salesforce, Create Data Streams with the SFTP Connector in Data Cloud - Salesforce, Data Import Wizard - Salesforce, Salesforce Data Loader

NEW QUESTION # 158

The recruiting team at Cumulus Financial wants to identify which candidates have browsed the jobs page on its website at least twice within the last 24 hours. They want the information about these candidates to be available for segmentation in Data Cloud and the candidates added to their recruiting system.

Which feature should a consultant recommend to achieve this goal?

- A. Batch data transform
- B. Streaming data transform
- C. Calculated insight
- **D. Streaming insight**

Answer: D

Explanation:

A streaming insight is a feature that allows users to create and monitor real-time metrics from streaming data sources, such as web and mobile events. A streaming insight can also trigger data actions, such as sending notifications, creating records, or updating fields, based on the metric values and conditions. Therefore, a streaming insight is the best feature to achieve the goal of identifying candidates who have browsed the jobs page on the website at least twice within the last 24 hours, and adding them to the recruiting system. The other options are incorrect because:

- * A streaming data transform is a feature that allows users to transform and enrich streaming data using SQL expressions, such as filtering, joining, aggregating, or calculating values. However, a streaming data transform does not provide the ability to monitor metrics or trigger data actions based on conditions.
- * A calculated insight is a feature that allows users to define and calculate multidimensional metrics from data using SQL expressions, such as LTV, CSAT, or average order value. However, a calculated insight is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions.
- * A batch data transform is a feature that allows users to create and schedule complex data transformations using a visual editor, such as joining, aggregating, filtering, or appending data. However, a batch data transform is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions. References: Streaming Insights, Create a Streaming Insight, Use Insights in Data Cloud, Learn About Data Cloud Insights, Data Cloud Insights Using SQL, Streaming Data Transforms, Get Started with Batch Data Transforms in Data Cloud, Transformations for Batch Data Transforms, Batch Data Transforms in Data Cloud: Quick Look, Salesforce Data Cloud: AI CDP.

NEW QUESTION # 159

A consultant needs to publish segment data to the Audience DMO that can be retrieved using the Query APIs.

When creating the activation target, which type of target should the consultant select?

- A. Marketing Cloud
- B. Marketing Cloud Personalization
- C. Data Cloud
- **D. External Activation Target**

Answer: D

Explanation:

Purpose of Activation Targets:

* Activation targets define where and how segment data is published for use in various applications and platforms.

NEW QUESTION # 160

A consultant is integrating an Amazon S3 activated campaign with the customer's destination system.

In order for the destination system to find the metadata about the segment, which file on the S3 will contain this information for processing?

- A. The json file
- B. The .txt file
- C. The .zip file
- D. The .csv file

Answer: A

NEW QUESTION # 161

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