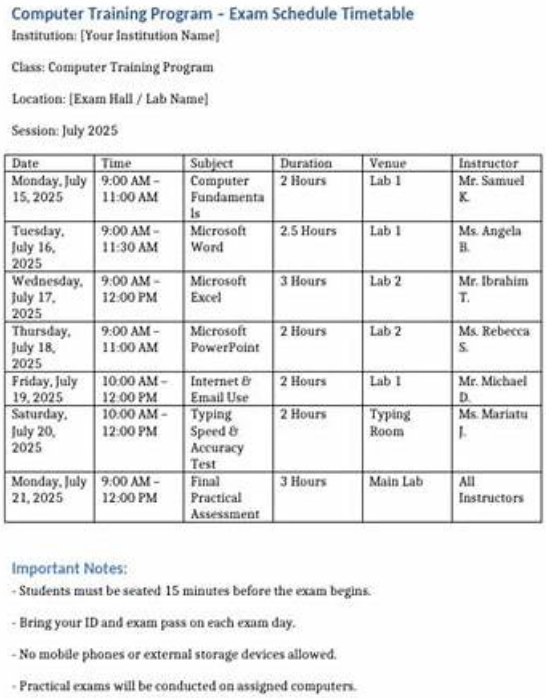
Data-Con-101 Exam Training, New Data-Con-101 Study Notes



Computer Training Program - Exam Schedule Timetable

Institution: [Your Institution Name]

Class: Computer Training Program

Location: [Exam Hall / Lab Name]

Session: July 2025

Date	Time	Subject	Duration	Venue	Instructor
Monday, July 15, 2025	9:00 AM – 11:00 AM	Computer Fundamentals	2 Hours	Lab 1	Mr. Samuel K.
Tuesday, July 16, 2025	9:00 AM – 11:30 AM	Microsoft Word	2.5 Hours	Lab 1	Ms. Angela B.
Wednesday, July 17, 2025	9:00 AM – 12:00 PM	Microsoft Excel	3 Hours	Lab 2	Mr. Ibrahim T.
Thursday, July 18, 2025	9:00 AM – 11:00 AM	Microsoft PowerPoint	2 Hours	Lab 2	Ms. Rebecca S.
Friday, July 19, 2025	10:00 AM – 12:00 PM	Internet & Email Use	2 Hours	Lab 1	Mr. Michael D.
Saturday, July 20, 2025	10:00 AM – 12:00 PM	Typing Speed & Accuracy Test	2 Hours	Typing Room	Ms. Mariatu J.
Monday, July 21, 2025	9:00 AM – 12:00 PM	Final Practical Assessment	3 Hours	Main Lab	All Instructors

Important Notes:

- Students must be seated 15 minutes before the exam begins.
- Bring your ID and exam pass on each exam day.
- No mobile phones or external storage devices allowed.
- Practical exams will be conducted on assigned computers.

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Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• Act on Data: This domain focuses on leveraging Data Cloud data for downstream actions through activations and data actions. It covers working with attributes, managing timing dependencies, troubleshooting activation issues like errors and rejected counts, and understanding requirements for triggering automated processes.
Topic 2	• Segmentation and Insights: This domain centers on creating audience segments and deriving analytical insights from Data Cloud. It includes configuring and maintaining segments, analyzing membership scenarios, and distinguishing between calculated insights and real-time streaming insights.

Topic 3	• Identity Resolution: This domain explores creating unified customer profiles through matching and reconciliation processes. It covers how rule sets determine when records link together, how conflicting data is resolved, and understanding the outcomes and use cases of unified identities.
Topic 4	• Data Cloud Overview: This domain covers the foundational understanding of Data Cloud including its core purpose, terminology, business value, and technical architecture. It also addresses typical use cases and the essential principles of ethical data handling when working with customer data.

>> Data-Con-101 Exam Training <<

New Data-Con-101 Study Notes | Latest Data-Con-101 Exam Objectives

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Salesforce Certified Data Cloud Consultant Sample Questions (Q165-Q170):

NEW QUESTION # 165
Cloud Kicks wants to be able to build a segment of customers who have visited its website within the previous 7 days.
Which filter operator on the Engagement Date field fits this use case?

- A. Next Number of Days
- B. Greater than Last Number of
- C. Is Between
- D. Last Number of Days

Answer: D

Explanation:
The filter operator Last Number of Days allows you to filter on date fields using a relative date range that specifies the number of days before today. For example, you can use this operator to filter on customers who have visited your website in the last 7 days, or the last 30 days, or any number of days you want. This operator is useful for creating dynamic segments that update automatically based on the current date12. References:
Relative Date Filter Reference
Create Filtered Segments

NEW QUESTION # 166
Cumulus Financial created a segment called High Investment Balance Customers. This is a foundational segment that includes several segmentation criteria the marketing team should consistently use.
Which feature should the consultant suggest the marketing team use to ensure this consistency when creating future, more refined segments?

- A. Package High Investment Balance Customers in a data kit.
- B. Create new segments using nested segments.
- C. Create new segments by cloning High Investment Balance Customers.
- D. Create a High Investment Balance calculated insight.

Answer: B

Explanation:
Nested segments are segments that include or exclude one or more existing segments. They allow the marketing team to reuse filters and maintain consistency in their data by using an existing segment to build a new one. For example, the marketing team can create a nested segment that includes High Investment Balance Customers and excludes customers who have opted out of email marketing. This way, they can leverage the foundational segment and apply additional criteria without duplicating the rules. The other options are not the best features to ensure consistency because:

B). A calculated insight is a data object that performs calculations on data lake objects or CRM data and returns a result. It is not a segment and cannot be used for activation or personalization.
C). A data kit is a bundle of packageable metadata that can be exported and imported across Data Cloud orgs.
It is not a feature for creating segments, but rather for sharing components.
D). Cloning a segment creates a copy of the segment with the same rules and filters. It does not allow the marketing team to add or remove criteria from the original segment, and it may create confusion and redundancy. References: Create a Nested Segment - Salesforce, Save Time with Nested Segments (Generally Available) - Salesforce, Calculated Insights - Salesforce, Create and Publish a Data Kit Unit | Salesforce Trailhead, Create a Segment in Data Cloud - Salesforce

NEW QUESTION # 167
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. Data Explorer
- B. Data Actions
- C. Query API
- D. Identity Resolution

Answer: A,C

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 # 168
Northern Trail Outfitters uses B2C Commerce and is exploring implementing Data Cloud to get a unified view of its customers and all their order transactions.
What should the consultant keep in mind with regard to historical data ingesting order data using the B2C Commerce Order Bundle?

- A. The B2C Commerce Order Bundle ingests 6 months of historical data.
- B. The B2C Commerce Order Bundle does not ingest any historical data and only ingests new orders from that point on.
- C. The B2C Commerce Order Bundle ingests 30 days of historical data.
- D. The B2C Commerce Order Bundle ingests 12 months of historical data.

Answer: B

Explanation:
The B2C Commerce Order Bundle is a data bundle that creates a data stream to flow order data from a B2C Commerce instance to Data Cloud. However, this data bundle does not ingest any historical data and only ingests new orders from the time the data stream is created. Therefore, if a consultant wants to ingest historical order data, they need to use a different method, such as exporting the data from B2C Commerce and importing it to Data Cloud using a CSV file12. References:
Create a B2C Commerce Data Bundle
Data Access and Export for B2C Commerce and Commerce Marketplace

NEW QUESTION # 169
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. Calculated Insight > Refresh Data Stream > Identity Resolution
- B. Refresh Data Stream > Calculated Insight > Identity Resolution
- C. Refresh Data Stream > Identity Resolution > Calculated Insight
- D. Identity Resolution > Refresh Data Stream > Calculated Insight

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 settings1.
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 well2. 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 purposes3.
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 # 170
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