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Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• 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.
Topic 2	<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 3	<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 4	<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.

Salesforce Certified Tableau Consultant Sample Questions (Q83-Q88):

NEW QUESTION # 83

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

Answer: D

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 departments¹².

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 # 84

A client is working in Tableau Prep and has a field named OrderId that is compiled by country, year, and an order number as shown in the following table.

What should the consultant use to transform the table in the most efficient manner?

- A. The Split option
- B. A calculated field that uses the TRIM function
- C. A calculated field that uses the LEFT function
- D. The Aliases option

Answer: A

Explanation:

To transform the OrderId field in Tableau Prep, the Split option is the most efficient and straightforward method. Here's how you can apply it:

In Tableau Prep, drag your dataset into the flow.

Click on the OrderId field in the workspace to select it.

Look for the option in the toolbar that says "Split" and select it.

Choose "Automatic Split" if the delimiters (such as hyphens) are consistent; Tableau Prep should automatically detect the hyphen as the delimiter and split the OrderId into multiple new fields.

The dataset should now show new columns: one for the country code (CA, FR, US), one for the year (2017), and one for the order number (152156, 152157, etc.).

The Split option works effectively here because it automatically identifies and uses the hyphen as the delimiter to divide the original OrderId into the desired components without manual specification of conditions or writing any formulas.

References

This procedure is based on the standard functionalities provided in Tableau Prep for splitting a field into multiple columns based on a delimiter, as described in the Tableau Prep user guide.

NEW QUESTION # 85

A Tableau consultant is tasked with choosing a method of setting up row-level security (RLS) entitlements with tables during a Tableau implementation. The consultant has received a set of roles from a client in one normalized table, and a set of entitlements from the client in another normalized table.

The consultant plans on using the deepest granularity method. However, when the consultant gains access to the final set of data, they discover duplicate values at the lowest level. Most of the regions in the client's dataset contain sub-regions named 'East' and 'West'. However, some regions have a 'Null' value for sub-region.

How should the consultant proceed?

- A. Use sparse entitlements because it is the most performant and the duplicate values will be handled by the mapping table.
- B. Use sparse entitlements because it defines entitlements at every level of the hierarchy and can handle duplicate values in the dataset.
- C. Use the deepest granularity method because it defines entitlements at every level of the hierarchy and can handle duplicate values in the dataset.
- D. Use the deepest granularity method because it is the most performant and the duplicate values will be handled by the mapping table.

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Tableau's RLS entitlement design patterns include:

1. Deepest Granularity Method

- * Requires one unique role # one unique lowest-level value pairing.
- * Fails when the dataset contains duplicate lowest-level values (e.g., multiple "East" sub-regions across different regions).
- * Cannot operate correctly when some lowest-level values are NULL.

Thus, the deepest granularity method is not valid here.

2. Sparse Entitlements Method

Tableau documentation states:

- * Sparse entitlements define RLS at each level of the hierarchy instead of only at the lowest level.
- * This method supports duplicate lowest-level values.
- * Handles scenarios where some levels are NULL because higher-level entitlements (e.g. Region = AMER) can still correctly apply.
- * More flexible for hierarchical geographic structures (Region # Sub-Region # Country, etc.).

Given the client's dataset:

- * Multiple "East" and "West" sub-regions
- * Some "Null" sub-regions
- * Hierarchical levels present

Sparse entitlements is the only correct and supported choice.

Why the incorrect options are wrong:

A & B - Deepest Granularity

- * Deepest granularity fails when the lowest-level values are not unique.
- * It cannot handle NULL values at the lowest tier.
- * Performance is not superior in this scenario.

D - Sparse because it is most performant

Performance is not the defining advantage.

Flexibility and ability to handle duplicate lowest-level values is.

Thus, C is the correct statement.

- * RLS entitlement design patterns: deepest vs. sparse entitlements.
- * Rules requiring unique lowest-level identifiers for deepest granularity.
- * Guidance stating sparse entitlements should be used when duplicates or NULL values exist in hierarchical structures.

NEW QUESTION # 86

A client needs to design row-level security (RLS) measures for their reports. The client does not currently have Tableau Data Management Add-on, and it may be an option in the future.

What should the consultant recommend as the safest and easiest way to manage for the long term?

- A. Create User filters in each view of each report using set filters and option Server/Create User Filter.
- B. Create User filters for each report using a table joined to its data source and using the option Apply to All Sheet Using the Data Source.
- C. Create User filters based on data policies and apply them to views using set filters and option Server /Create User Filter.
- **D. Create User filters based on data policies and apply them to a published data source.**

Answer: D

Explanation:

For implementing row-level security (RLS) without the Tableau Data Management Add-on, the best approach is to integrate user filters into the published data source:

- * Creating User Filters on Published Data Source: This method involves defining user filters that apply directly to the data source before it is published to the Tableau Server. This ensures that any workbook or view leveraging this data source inherently respects the row-level security settings.
- * To implement this, create a calculated field in Tableau that defines the security logic, typically using a formula that references user functions (like USERNAME() or ISMEMBEROF()). Drag this field to the Filters shelf and configure it to match the security rules (who can see what data).
- * Once configured, publish the data source to Tableau Server with these filters in place. This approach centralizes security management, making it easier to maintain and update security policies as they are applied universally to all workbooks using this data source.

This strategy is safe as it reduces the risk of accidental data exposure through individual workbook misconfiguration and simplifies long-term maintenance of security policies.

References

This method follows Tableau's best practices for implementing row-level security as detailed in Tableau's security management

resources. It ensures robust, maintainable security measures that scale with organizational needs without requiring additional additions.

NEW QUESTION # 87

A client's fiscal calendar runs from February 1 through January 31.

How should the consultant configure Tableau to use the client's fiscal calendar when building date charts?

- A. Create Calculated Fields using the FISCALQUARTER() and FISCALYEAR() functions.
- **B. Edit the data source Date Properties, then update the Default Properties of the Date Fields.**
- C. Edit the data source and set the Fiscal Year in the data preview window.
- D. Right click on the Date axis in charts and select Use Fiscal Calendar.

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Tableau allows fiscal calendars to be defined at the data source level, affecting how all date fields behave across the workbook.

According to Tableau documentation:

- * Fiscal calendars must be set using Data Source Date Properties.
- * Once set, this becomes a default property for all date fields unless overridden.
- * This allows charts, hierarchies, and date parts to automatically follow the fiscal year starting in February.

Correct procedure:

- * Go to Data Source.
- * Open Date Properties.
- * Set Fiscal Year Start = February.
- * (Optional) Adjust Date Field Default Properties.

This ensures all charts and date hierarchies use the fiscal calendar automatically.

Why the other options are incorrect:

A). Right-click on axis # Use Fiscal Calendar

This option does not exist in Tableau.

B). Set Fiscal Year in Data Preview

Not supported; fiscal configuration isn't made in the preview window.

C). Use FISCALYEAR() / FISCALQUARTER()

This is manual, requires custom fields, and does not configure Tableau's built-in fiscal calendar system.

This is more work and not the correct method.

Only Option D configures the fiscal calendar globally and correctly.

* Tableau Date Properties documentation specifying fiscal year settings.

* Default Properties configuration for date fields.

* Official guidance for implementing fiscal calendars.

NEW QUESTION # 88

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