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Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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 3	• 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.
Topic 4	• 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	• 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.

Salesforce Certified Tableau Consultant Sample Questions (Q30-Q35):

NEW QUESTION # 30

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 wildcard Union 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 join option to combine/merge all the files together before doing the data transformation (calculations).

Answer: B

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 materialization^{1,2}.

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 # 31

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 Supplies	Appliances	\$108,213	\$2,326,534	Abc
	Art	\$27,659	\$2,326,534	Abc
	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	\$284,546	\$2,326,534	Abc
	Supplies	\$46,225	\$2,326,534	Abc
	Accessories	\$167,380	\$2,326,534	Abc
Technology	Copiers	\$150,745	\$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. Level of Detail (LOD) Calculation**
- C. A Window Function
- D. MAX() Function

Answer: B

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 # 32

A client wants guidance for Creators to build efficient extracts from large data sources. What are three Tableau best practices that the Creators should use? Choose three.

- A. Use aggregate data for visible dimensions, whenever possible.
- B. Include all the data from the original data source in the extract.
- C. Keep only the data required for analysis by using extract filters.
- D. Hide all unused fields.
- E. Use only live connections as they are always faster than extracts.

Answer: A,C,D

Explanation:

To build efficient extracts from large data sources, it is crucial to minimize the load and optimize the performance of the extracts:

A . Keep only the data required for analysis by using extract filters: This best practice involves using filters to reduce the volume of data extracted, thus focusing only on the data necessary for analysis.

B . Use aggregate data for visible dimensions, whenever possible: Aggregating data at the time of extraction reduces the granularity of the data, which can significantly improve performance and reduce the size of the extract.

E . Hide all unused fields: Removing fields that are not needed for analysis from the extract reduces the complexity and size of the data model, which in turn enhances performance and speeds up load times.

These practices are endorsed in Tableau's official documentation and training sessions as effective ways to enhance the performance of Tableau extracts and optimize dashboard responsiveness.

NEW QUESTION # 33

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 efficiently¹. Additionally, Tableau's documentation on connecting data sources recommends using relationships for better performance with live connections².

NEW QUESTION # 34

A client's dashboard has two sections dedicated to their shops and warehouses shown when a viewer chooses either shops or warehouses with a parameter.

There are a few quick filters that apply to both, while others apply to only shops or only warehouses.

Currently, the quick filters are all shown at the left side of the dashboard. The client wants to hide all filters, but when shown, make it easy for the viewer to find the quick filters that work for only shops or only warehouses.

Which solution should the consultant recommend that meets the client's needs and is most user-friendly?

- A. Hide container with all quick filters with a Show/Hide Button.
- B. Use Dynamic Zone Visibility to inform viewers which quick filters apply to warehouses or shops.
- C. Divide the quick filters into three groups: General, for shops. Place the general filters on the left of dashboard for warehouses. Place other filters next to the sections to which they apply.
- D. Use Dynamic Zone Visibility to show only the quick filters that apply with the chosen parameter value and a Show/Hide Button to hide container with all the filters.

Answer: D

Explanation:

The most user-friendly solution is to use Dynamic Zone Visibility in combination with a Show/Hide Button. This approach allows the dashboard to dynamically display only the relevant quick filters based on the viewer's selection of shops or warehouses, thus reducing clutter and focusing the user's attention on applicable filters. The Show/Hide Button further enhances the user experience by allowing viewers to toggle the visibility of the filter container, providing a clean and organized dashboard interface¹.

References: Dynamic Zone Visibility is a feature in Tableau that enables dashboard elements to appear or disappear based on the value of a field or parameter¹. This functionality is ideal for creating interactive and user-friendly dashboards that adapt to user interactions and selections¹.

NEW QUESTION # 35

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