

Are you ready to prove your technical knowledge and expertise with the Salesforce Data-Cloud-Consultant certification exam?



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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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.
Topic 3	• 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 4	• 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 5	• Data Cloud Setup and Administration: This topic includes applying Data Cloud permissions, permission sets, org-wide settings. It describes and configures data stream types, and data bundles. Moreover, it discusses use cases for data spaces, creating data spaces, managing and administering Data Cloud using reports, dashboards, flows, packaging, data kits, diagnosing and exploring data using Data Explorer, Profile Explorer, and APIs.

New Salesforce Data-Cloud-Consultant Study Notes - New Data-Cloud-Consultant Exam Topics

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Salesforce Certified Data Cloud Consultant Sample Questions (Q18-Q23):

NEW QUESTION # 18

A user wants to be able to create a multi-dimensional metric to identify unified individual lifetime value (LTV). Which sequence of data model object (DMO) joins is necessary within the calculated Insight to enable this calculation?

- A. Sales Order > Unified Individual
- **B. Unified Individual > Unified Link Individual > Sales Order**
- C. Sales Order > Individual > Unified Individual
- D. Unified Individual > Individual > Sales Order

Answer: B

Explanation:

To create a multi-dimensional metric to identify unified individual lifetime value (LTV), the sequence of data model object (DMO) joins that is necessary within the calculated Insight is Unified Individual > Unified Link Individual > Sales Order. This is because the Unified Individual DMO represents the unified profile of an individual or entity that is created by identity resolution¹. The Unified Link Individual DMO represents the link between a unified individual and an individual from a source system². The Sales Order DMO represents the sales order information from a source system³. By joining these three DMOs, you can calculate the LTV of a unified individual based on the sales order data from different source systems. The other options are incorrect because they do not join the correct DMOs to enable the LTV calculation. Option B is incorrect because the Individual DMO represents the source profile of an individual or entity from a source system, not the unified profile⁴. Option C is incorrect because the join order is reversed, and you need to start with the Unified Individual DMO to identify the unified profile. Option D is incorrect because it is missing the Unified Link Individual DMO, which is needed to link the unified profile with the source profile. References: Unified Individual Data Model Object, Unified Link Individual Data Model Object, Sales Order Data Model Object, Individual Data Model Object

NEW QUESTION # 19

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

Answer: B

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 # 20

Northern Trail Outfitters (NTO) is configuring an identity resolution ruleset based on Fuzzy Name and Normalized Email.

What should NTO do to ensure the best email address is activated?

- A. Use the source priority order in activations to make sure a contact point from the desired source is delivered to the activation target.
- B. Include Contact Point Email object Is Active field as a match rule.
- C. Ensure Marketing Cloud is prioritized as the first data source in the Source Priority reconciliation rule.
- D. Set the default reconciliation rule to Last Updated.

Answer: A

Explanation:

NTO is using Fuzzy Name and Normalized Email as match rules to link together data from different sources into a unified individual profile. However, there might be cases where the same email address is available from more than one source, and NTO needs to decide which one to use for activation. For example, if Rachel has the same email address in Service Cloud and Marketing Cloud, but prefers to receive communications from NTO via Marketing Cloud, NTO needs to ensure that the email address from Marketing Cloud is activated. To do this, NTO can use the source priority order in activations, which allows them to rank the data sources in order of preference for activation. By placing Marketing Cloud higher than Service Cloud in the source priority order, NTO can make sure that the email address from Marketing Cloud is delivered to the activation target, such as an email campaign or a journey. This way, NTO can respect Rachel's preference and deliver a better customer experience. Reference: Configure Activations, Use Source Priority Order in Activations

NEW QUESTION # 21

Cumulus Financial is currently using Data Cloud and ingesting transactional data from its backend system via an S3 Connector in upsert mode. During the initial setup six months ago, the company created a formula field in Data Cloud to create a custom classification. It now needs to update this formula to account for more classifications.

What should the consultant keep in mind with regard to formula field updates when using the S3 Connector?

- A. Data Cloud will only update the formula on a go-forward basis for new records.
- B. Data Cloud will initiate a full refresh of data from S3 and will update the formula on all records.
- C. Data Cloud does not support formula field updates for data streams of type upsert.
- D. Data Cloud will update the formula for all records at the next incremental upsert refresh.

Answer: D

Explanation:

A formula field is a field that calculates a value based on other fields or constants. When using the S3 Connector to ingest data from an Amazon S3 bucket, Data Cloud supports creating and updating formula fields on the data lake objects (DLOs) that store the data from the S3 source. However, the formula field updates are not applied immediately, but rather at the next incremental upsert refresh of the data stream. An incremental upsert refresh is a process that adds new records and updates existing records from the S3 source to the DLO based on the primary key field. Therefore, the consultant should keep in mind that the formula field updates will affect both new and existing records, but only after the next incremental upsert refresh of the data stream. The other options are incorrect because Data Cloud does not initiate a full refresh of data from S3, does not update the formula only for new records, and does support formula field updates for data streams of type upsert. References: Create a Formula Field, Amazon S3 Connection, Data Lake Object

NEW QUESTION # 22

Which data model subject area should be used for any Organization, Individual, or Member in the Customer 360 data model?

- A. Engagement
- B. Membership
- C. Party
- D. Global Account

Answer: C

Explanation:

Explanation

The data model subject area that should be used for any Organization, Individual, or Member in the Customer

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