

New Salesforce Data-Con-101 Test Notes, Answers Data-Con-101 Real Questions



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Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">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 2	<ul style="list-style-type: none">Data Ingestion and Modeling: This domain addresses bringing data into Data Cloud and structuring it properly through transformation, ingestion from various sources, and data mapping. It emphasizes best practices for modeling data to support identity resolution and validating ingested data using available tools.
Topic 3	<ul style="list-style-type: none">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 4	<ul style="list-style-type: none">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.

Let New Data-Con-101 Test Notes Help You Pass The Salesforce Certified Data Cloud Consultant

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Salesforce Certified Data Cloud Consultant Sample Questions (Q152-Q157):

NEW QUESTION # 152

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

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

Answer: D

Explanation:

The data model subject area that should be used for any Organization, Individual, or Member in the Customer 360 data model is the Party subject area. The Party subject area defines the entities that are involved in any business transaction or relationship, such as customers, prospects, partners, suppliers, etc. The Party subject area contains the following data model objects (DMOs):

Organization: A DMO that represents a legal entity or a business unit, such as a company, a department, a branch, etc.

Individual: A DMO that represents a person, such as a customer, a contact, a user, etc.

Member: A DMO that represents the relationship between an individual and an organization, such as an employee, a customer, a partner, etc.

The other options are not data model subject areas that should be used for any Organization, Individual, or Member in the Customer 360 data model. The Engagement subject area defines the actions that people take, such as clicks, views, purchases, etc. The Membership subject area defines the associations that people have with groups, such as loyalty programs, clubs, communities, etc. The Global Account subject area defines the hierarchical relationships between organizations, such as parent-child, subsidiary, etc.

Data Model Subject Areas

Party Subject Area

Customer 360 Data Model

NEW QUESTION # 153

Which functionality does Data Cloud offer to improve customer support interactions when a customer is working with an agent?

- A. Enhanced reporting tools
- B. Automated customer service replies
- C. Predictive troubleshooting
- **D. Real-time data integration**

Answer: D

Explanation:

Customer Support in Salesforce Data Cloud: One of the key benefits of Salesforce Data Cloud is its ability to enhance customer support by providing comprehensive and real-time customer data.

Real-Time Data Integration: This functionality allows customer support agents to access the most up-to-date customer information, improving their ability to respond to customer inquiries and issues effectively.

Benefits for Customer Support:

Immediate Access: Agents have real-time access to customer interactions and data, ensuring they can provide accurate and timely

support.

Contextual Information: The integrated data provides a holistic view of the customer's history and preferences, allowing for more personalized support interactions.

Use Case: When a customer contacts support, the agent can see real-time updates on recent purchases, interactions, and any ongoing issues, enabling them to resolve queries quickly and efficiently.

References:

Salesforce Data Cloud for Customer Support

Real-Time Data Integration in Salesforce

NEW QUESTION # 154

A Data Cloud customer wants to adjust their identity resolution rules to increase their accuracy of matches. Rather than matching on email address, they want to review a rule that joins their CRM Contacts with their Marketing Contacts, where both use the CRM ID as their primary key.

Which two steps should the consultant take to address this new use case?

Choose 2 answers

- A. Create a custom matching rule for an exact match on the Individual ID attribute.
- **B. Create a matching rule based on party identification that matches on CRM ID as the party identification name.**
- **C. Map the primary key from the two systems to Party Identification, using CRM ID as the identification name for both.**
- D. Map the primary key from the two systems to party identification, using CRM ID as the identification name for individuals coming from the CRM, and Marketing ID as the identification name for individuals coming from the marketing platform.

Answer: B,C

Explanation:

To address this new use case, the consultant should map the primary key from the two systems to Party Identification, using CRM ID as the identification name for both, and create a matching rule based on party identification that matches on CRM ID as the party identification name. This way, the consultant can ensure that the CRM Contacts and Marketing Contacts are matched based on their CRM ID, which is a unique identifier for each individual. By using Party Identification, the consultant can also leverage the benefits of this attribute, such as being able to match across different entities and sources, and being able to handle multiple values for the same individual. The other options are incorrect because they either do not use the CRM ID as the primary key, or they do not use Party Identification as the attribute type. References: Configure Identity Resolution Rulesets, Identity Resolution Match Rules, Data Cloud Identity Resolution Ruleset, Data Cloud Identity Resolution Config Input

NEW QUESTION # 155

What is the role of artificial intelligence (AI) in Data Cloud?

- A. Automating data validation
- **B. Enhancing customer interactions through insights and predictions**
- C. Generating email templates for use cases
- D. Creating dynamic data-driven management dashboards

Answer: B

Explanation:

Role of AI in Data Cloud: Artificial intelligence (AI) plays a crucial role in Salesforce Data Cloud by leveraging data to generate insights and predictions that enhance customer interactions.

Insights and Predictions:

AI Algorithms: Use machine learning algorithms to analyze vast amounts of customer data.

Predictive Analytics: Provide predictive insights, such as customer behavior trends, preferences, and potential future actions.

Enhancing Customer Interactions:

Personalization: AI helps in creating personalized experiences by predicting customer needs and preferences.

Efficiency: Enables proactive customer service by predicting issues and suggesting solutions before customers reach out.

Marketing: Improves targeting and segmentation, ensuring that marketing efforts are directed towards the most promising leads and customers.

Use Cases:

Recommendation Engines: Suggest products or services based on past behavior and preferences.

Churn Prediction: Identify customers at risk of leaving and engage them with retention strategies.

References:

Salesforce Data Cloud AI Capabilities
Salesforce AI for Customer Interaction

NEW QUESTION # 156

Which statement is true related to batch ingestions from Salesforce CRM?

- A. The CRM connector performs an incremental refresh when 600K or more deletion records are detected.
- B. The CRM connector's synchronization times can be customized to up to 15-minute intervals.
- C. When a column is added or removed, the CRM connector performs a full refresh.
- D. CRM data cannot be manually refreshed and must wait for the next scheduled synchronization.

Answer: C

Explanation:

The question asks which statement is true about batch ingestions from Salesforce CRM into Salesforce Data Cloud. Batch ingestion refers to the process of periodically syncing data from Salesforce CRM (e.g., Accounts, Contacts, Opportunities) into Data Cloud. The focus is on how the CRM connector handles changes in data structure (e.g., adding or removing columns) and synchronization behavior.

Why A is Correct: "When a column is added or removed, the CRM connector performs a full refresh." Behavior of the CRM Connector :

The Salesforce CRM connector automatically detects schema changes, such as when a field (column) is added or removed in the source CRM object.

When such changes occur, the CRM connector triggers a full refresh of the data for that object. This ensures that the data model in Data Cloud aligns with the updated schema in Salesforce CRM.

Why a Full Refresh is Necessary :

A full refresh ensures that all records are re-ingested with the updated schema, avoiding inconsistencies or missing data caused by incremental updates.

Incremental updates only capture changes (e.g., new or modified records), so they cannot handle schema changes effectively.

Other Options Are Incorrect :

B). The CRM connector performs an incremental refresh when 600K or more deletion records are detected :

This is incorrect because the CRM connector does not switch to incremental refresh based on the number of deletion records. It always performs incremental updates unless a schema change triggers a full refresh.

C). The CRM connector's synchronization times can be customized to up to 15-minute intervals : While synchronization schedules can be customized, the minimum interval is typically 1 hour , not 15 minutes.

D). CRM data cannot be manually refreshed and must wait for the next scheduled synchronization : This is incorrect because users can manually trigger a refresh of CRM data in Data Cloud if needed.

Steps to Understand CRM Connector Behavior

Step 1: Schema Changes Trigger Full Refresh

If a field is added or removed in Salesforce CRM, the CRM connector detects this change and initiates a full refresh of the corresponding object in Data Cloud.

Step 2: Incremental Updates for Regular Syncs

For regular synchronization, the CRM connector performs incremental updates, capturing only new or modified records since the last sync.

Step 3: Manual Refresh Option

Users can manually trigger a refresh in Data Cloud if immediate synchronization is required, bypassing the scheduled sync.

Step 4: Monitor Synchronization Logs

Use the Data Cloud Monitoring tools to track synchronization status, including full refreshes and incremental updates.

Conclusion

The statement "When a column is added or removed, the CRM connector performs a full refresh" is true. This behavior ensures that the data model in Data Cloud remains consistent with the schema in Salesforce CRM, avoiding potential data integrity issues.

NEW QUESTION # 157

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