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Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q131-Q136):

NEW QUESTION # 131

A user needs permissions to access Data Cloud to create, manage, and publish segments. However, the user should not be allowed to create reports or manage data sources. Which permission set should an administrator assign?

- A. Customer Data Cloud for Marketing Data Aware Specialist
- B. Customer Data Cloud for Marketing Manager
- C. Customer Data Cloud for Marketing Specialist
- D. Customer Data Cloud for Marketing Admin

Answer: C

Explanation:

This permission set should be assigned to a user who needs permissions to access Data Cloud to create, manage, and publish segments, but not to create reports or manage data sources. This permission set allows the user to create and edit segments, calculated insights, streaming insights, and activations, but not to access data streams, data model, identity resolution, or reports. Reference: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_permission_sets.htm&type=5

NEW QUESTION # 132

An organization wants to enable users with the ability to identify and select text attributes from a picklist of options. Which Data Cloud feature can help with this use case?

- A. Value Suggestion
- B. Data Harmonization
- C. Global Picklists
- D. Transformation Formulas

Answer: A

Explanation:

Value suggestion is a feature of Data Cloud that allows you to identify and select text attributes from a picklist of options. You can use value suggestion to standardize values across different data sources and improve data quality.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_value_suggestion.htm&type=5

NEW QUESTION # 133

Which data stream category type should be assigned in order to use the dataset for date and time-based operations in segmentation and calculated insights?

- A. Individual
- B. Engagement
- C. Profile
- D. Sales Order

Answer: B

Explanation:

To use a dataset for date and time-based operations in segmentation and calculated insights, the data stream category type should be assigned as Engagement. Here's why:

Understanding the Requirement

The goal is to perform date and time-based operations (e.g., filtering customers based on specific dates or times) in segmentation and calculated insights.

This requires a data stream category that captures customer interactions or activities over time.

Why Engagement?

Engagement Data Streams :

Engagement data streams are designed to capture customer interactions, such as website visits, email opens, purchases, or other time-based activities.

These streams inherently include timestamps, making them ideal for date and time-based operations.

Use in Segmentation and Calculated Insights :

Segmentation often involves filtering customers based on their engagement behavior (e.g., "customers who visited the website in the last 7 days").

Calculated insights leverage engagement data to derive metrics like recency, frequency, and trends over time.

Other Categories Are Less Suitable :

Individual : Focuses on demographic or static attributes (e.g., name, age) rather than time-based interactions.

Sales Order : Captures transactional data but is not optimized for general engagement-based operations.

Profile : Represents unified customer profiles and does not directly support date and time-based operations.

Steps to Implement This Solution

Step 1: Assign the Correct Category

When setting up the data stream, assign the Engagement category to ensure it is optimized for time-based operations.

Step 2: Map Date-Time Fields

Ensure that relevant fields (e.g., interaction timestamps) are mapped correctly during ingestion.

Step 3: Use in Segmentation and Insights

Leverage the ingested engagement data for segmentation (e.g., "customers who engaged in the last 24 hours") and calculated insights (e.g., "average time between interactions").

Conclusion

The Engagement category is specifically designed for capturing time-based interactions, making it the best choice for datasets used in date and time-based operations in segmentation and calculated insights.

NEW QUESTION # 134

Northern Trail Outfitters has the following customer data to ingest into Data Cloud and use for segmentation.

1. Propensity to purchase

2. Has active membership

3. Work email address

Which data types should the consultant use when ingesting this data?

- A. Percent, Boolean, Email
- B. Number, Text, URL
- C. Number, Boolean, Text
- D. Percent, Number, Email

Answer: A

Explanation:

When ingesting customer data into Data Cloud, it is critical to use the correct data types to ensure proper segmentation and usage.

Here's how the consultant should handle the provided data points:

Propensity to Purchase :

This represents a likelihood or probability value, typically expressed as a percentage (e.g., 75%).

The appropriate data type for this field is Percent, which allows for easy interpretation and use in segmentation.

Has Active Membership :

This is a binary value indicating whether a customer has an active membership (e.g., "Yes" or "No").

The correct data type for this field is Boolean, which supports true/false values.

Work Email Address :

This is a standard email address field.

The appropriate data type is Email, which ensures proper validation and formatting.

Why Not Other Options?

A). Number, Text, URL: These data types are incorrect because "Propensity to Purchase" should be a percentage, not a generic number. Similarly, "Work Email Address" should be an email type, not a URL.

C). Number, Boolean, Text: While "Number" could work for propensity scores, it lacks the semantic meaning of a percentage.

Additionally, "Text" is not suitable for email addresses.

D). Percent, Number, Email: Using "Number" for "Has Active Membership" is incorrect because it is a binary value, not a numeric one.

By selecting Percent, Boolean, Email, the consultant ensures that the data is correctly formatted and ready for segmentation and analysis.

NEW QUESTION # 135

Which two steps should a consultant take if a successfully configured Amazon S3 data stream fails to refresh with a "NO FILE FOUND" error message?

Choose 2 answers

- A. Check if correct permissions are configured for the Data Cloud user.
- B. Check If the file exists in the specified bucket location
- C. Check if correct permissions are configured for the S3 user.
- D. Check if the Amazon S3 data source is enabled in Data Cloud Setup.

Answer: A,B

Explanation:

A 'NO FILE FOUND' error message indicates that Data Cloud cannot access or locate the file from the Amazon S3 source. There are two possible reasons for this error and two corresponding steps that a consultant should take to troubleshoot it:

The Data Cloud user does not have the correct permissions to read the file from the Amazon S3 bucket. This could happen if the user's permission set or profile does not include the Data Cloud Data Stream Read permission, or if the user's Amazon S3 credentials are invalid or expired. To fix this issue, the consultant should check and update the user's permissions and credentials in Data Cloud and Amazon S3, respectively.

The file does not exist in the specified bucket location. This could happen if the file name or path has changed, or if the file has been deleted or moved from the Amazon S3 bucket. To fix this issue, the consultant should check and verify the file name and path in the Amazon S3 bucket, and update the data stream configuration in Data Cloud accordingly. References: Create Amazon S3 Data Stream in Data Cloud, How to Use the Amazon S3 Storage Connector in Data Cloud, Amazon S3 Connection

NEW QUESTION # 136

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