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Data Cloud Consultant Exam Syllabus

Section	Objectives	Weight
Solution Overview	- Describe Data Cloud's function, key terminology, and business value. - Identify typical use cases for Data Cloud. - Articulate the Data Cloud lifecycle and its dependencies.. - Describe and apply the principles of data ethics.	18%
Data Cloud Setup and Administration	- Apply Data Cloud permissions, permission sets, and org-wide settings. - Describe and configure the available data stream types and data bundles. - Identify use cases for data spaces and create data spaces based on requirements. - Manage and administer Data Cloud using reports, dashboards, flows, packaging, and data kits. - Diagnose and explore data using Data Explorer, Profile Explorer, and APIs.	12%
Data Ingestion and Modeling	- Identify the different transformation capabilities within Data Cloud. - Describe processes and considerations for data ingestion from different sources into Data Cloud. - Define, map, and model data using best practices and aligning to requirements for identity resolution. - Use available tools to inspect and validate ingested and modeled data.	20%
Identity Resolution	- Describe matching and how its rule sets are applied. - Reconcile data and describe how its rule sets are applied. - Describe the results of identify resolution and use cases.	14%

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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	• Segmentation and Insights: This topic defines basic concepts of segmentation and use cases, identifies scenarios for analyzing segment membership, configuring, refining, and maintaining segments within Data Cloud, and differentiating between calculated and streaming insights.

Topic 2	• 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.
Topic 3	• 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 4	• 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.

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Salesforce Certified Data Cloud Consultant Sample Questions (Q91-Q96):

NEW QUESTION # 91
A retailer wants to unify profiles using Loyalty ID which is different than the unique ID of their customers.
Which object should the consultant use in identity resolution to perform exact match rules on the Loyalty ID?

- A. Party Identification object
- B. Individual object
- C. Loyalty Identification object
- D. Contact Identification object

Answer: A

Explanation:
Explanation
The Party Identification object is the correct object to use in identity resolution to perform exact match rules on the Loyalty ID. The Party Identification object is a child object of the Individual object that stores different types of identifiers for an individual, such as email, phone, loyalty ID, social media handle, etc. Each identifier has a type, a value, and a source. The consultant can use the Party Identification object to create a match rule that compares the Loyalty ID type and value across different sources and links the corresponding individuals.
The other options are not correct objects to use in identity resolution to perform exact match rules on the Loyalty ID. The Loyalty Identification object does not exist in Data Cloud. The Individual object is the parent object that represents a unified profile of an individual, but it does not store the Loyalty ID directly. The Contact Identification object is a child object of the Contact object that stores identifiers for a contact, such as email, phone, etc., but it does not store the Loyalty ID.
References:
* Data Modeling Requirements for Identity Resolution
* Identity Resolution in a Data Space
* Configure Identity Resolution Rulesets
* Map Required Objects
* Data and Identity in Data Cloud

NEW QUESTION # 92

An analyst from Cloud Kicks needs to get quick Insights to determine the average sales per day during the past week.
What should a consultant recommend?

- A. salesforce flows
- B. Lightning web component utilizing Query API
- C. Salesforce reports
- D. Segment activation to Azure

Answer: C

Explanation:
To help the analyst from Cloud Kicks determine the average sales per day during the past week, Salesforce Reports is the most efficient and straightforward solution. Here's a detailed breakdown:
Understanding Salesforce Reports :Salesforce Reports is a native tool within the Salesforce platform that allows users to create, customize, and analyze data in various formats. It is particularly well-suited for quick insights and ad-hoc analysis without requiring complex development or integrations.
Why Not Other Options?
Option A (Salesforce Flows) : While Salesforce Flows is a powerful automation tool, it is not designed for analytical purposes. Creating a flow to calculate average sales per day would require additional configuration and logic, making it unnecessarily complex for this use case.
Option B (Lightning Web Component Utilizing Query API) : Using a Lightning Web Component with the Query API involves custom development. While this approach is flexible, it is overkill for a simple analytical task like calculating average sales.
Option D (Segment Activation to Azure) : Segment activation refers to exporting segmented customer data to external platforms like Azure. This process is unrelated to generating quick insights and would introduce unnecessary complexity for this requirement.
How Salesforce Reports Can Be Used :
Step 1: Create a Report : Navigate to the Salesforce Reports tab and create a new report based on the relevant object (e.g., Opportunities or Orders).
Step 2: Filter by Date Range : Apply a filter to include only records from the past week. For example, set the
"Close Date" field to "Last Week."
Step 3: Add Summary Fields : Use summary formulas or grouping to calculate total sales for each day. Then, compute the average sales per day by dividing the total sales by the number of days in the range.
Step 4: Run the Report : Execute the report to view the results instantly.
Salesforce Documentation Reference :Salesforce's official documentation highlights that Reports are the go-to tool for analyzing and summarizing data quickly. They are designed to provide actionable insights without requiring advanced technical skills, making them ideal for tasks like calculating average sales.
By leveraging Salesforce Reports, the analyst can efficiently obtain the required insights without additional development or integration efforts.

NEW QUESTION # 93

When trying to disconnect a data source an error will be generated if it has which two dependencies associated with it?
Choose 2 answers

- A. Segment
- B. Activation target
- C. Data stream
- D. Activation

Answer: A,C

Explanation:
When disconnecting a data source in Salesforce Data Cloud, the system checks for active dependencies that rely on the data source. Based on Salesforce's official documentation (Disconnect a Data Source), the error occurs if the data source has data streams or segments associated with it. Here's the breakdown:
Key Dependencies That Block Disconnection
Data Stream (Option B):
Why It Matters:
A data stream is the pipeline that ingests data from the source into Data Cloud. If an active data stream is connected to the data source, disconnecting the source will fail because the stream depends on it for ongoing data ingestion.
Resolution:

Delete or pause the data stream first.
Documentation Reference:
"Before disconnecting a data source, delete all data streams that are associated with it." (Salesforce Help Article) Segment (Option C):
Why It Matters:
Segments built using data from the source will reference that data source. Disconnecting the source would orphan these segments, so the system blocks the action.
Resolution:
Delete or modify segments that depend on the data source.
Documentation Reference:
"If there are segments that use data from the data source, you must delete those segments before disconnecting the data source." (Salesforce Help Article) Why Other Options Are Incorrect Activation (A):
Activations send segments to external systems (e.g., Marketing Cloud) but do not directly depend on the data source itself. The dependency chain is Segment → Activation, not Data Source → Activation.
Activation Target (D):
Activation targets (e.g., Marketing Cloud) are destinations and do not tie directly to the data source.
Steps to Disconnect a Data Source
Delete Dependent Segments:
Navigate to Data Cloud > Segments and remove any segments built using the data source.
Delete or Pause Data Streams:
Go to Data Cloud > Data Streams and delete streams linked to the data source.
Disconnect the Data Source:
Once dependencies are resolved, disconnect the source via Data Cloud > Data Sources.

NEW QUESTION # 94

Luxury Retailers created a segment targeting high value customers that it activates through Marketing Cloud for email communication. The company notices that the activated count is smaller than the segment count.
What is a reason for this?

- A. Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.
- B. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated.
- C. Marketing Cloud activations only activate those individuals that already exist in Marketing Cloud. They do not allow activation of new records.
- D. Marketing Cloud activations automatically suppress individuals who are unengaged and have not opened or clicked on an email in the last six months.

Answer: B

Explanation:
The reason for the activated count being smaller than the segment count is A. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated. A Contact Point is a data model object that represents a channel or method of communication with an individual, such as email, phone, or social media. For Marketing Cloud activations, Data Cloud requires that the individual has a related Contact Point of type Email, which contains a valid email address. If the individual does not have such a Contact Point, or if the Contact Point is missing or invalid, the individual will not be activated and will not receive the email communication. Therefore, the activated count may be lower than the segment count, depending on how many individuals in the segment have a valid email Contact Point. Reference: Salesforce Data Cloud Consultant Exam Guide, Contact Point, Marketing Cloud Activation

NEW QUESTION # 95

Luxury Retailers created a segment targeting high value customers that it activates through Marketing Cloud for email communication. The company notices that the activated count is smaller than the segment count.
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- A. Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.
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- C. Marketing Cloud activations automatically suppress individuals who are unengaged and have not opened or clicked on an

email in the last six months.

- D. Marketing Cloud activations only activate those individuals that already exist in Marketing Cloud. They do not allow activation of new records.

Answer: B

Explanation:
Data Cloud requires a Contact Point for Marketing Cloud activations, which is a record that links an individual to an email address. This ensures that the individual has given consent to receive email communications and that the email address is valid. If the individual does not have a related Contact Point, they will not be activated in Marketing Cloud. This may result in a lower activated count than the segment count. Reference: Data Cloud Activation, Contact Point for Marketing Cloud

NEW QUESTION # 96

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