

Original Analytics-Con-201 Questions, Analytics-Con-201 Practice Exam



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Salesforce Analytics-Con-201 Exam Syllabus Topics:

Section	Objectives
Topic 1: Data Management and Preparation	- Dataset creation and configuration in CRM Analytics - Data transformation and dataflows
Topic 2: Dashboard and App Development	- Lens creation and dashboard design - Interactive filters and user experience optimization
Topic 3: Einstein Discovery	- Model building and predictions - Insights interpretation and recommendations
Topic 4: Security and Access	- Row-level security and sharing rules - App and dataset permissions
Topic 5: Data Integration and Connectivity	- Connecting external data sources - Data synchronization and refresh strategies

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Salesforce Certified CRM Analytics and Einstein Discovery Consultant Sample Questions (Q70-Q75):

NEW QUESTION # 70

The CRM Analytics consultant at Cloud Kicks is asked to a dashboard displaying Opportunities data on the account's record page. The dashboard should display only opportunity data related to the current account viewed. How should the consultant accomplish this?

- A. Create the dashboard, insert in the account's record page, and apply a filter based on the account's Id field.
- B. Create a dashboard, clone it and filter It for each account record, and embed them into the account's record pages accordingly.
- C. Create the dashboard, insert in the account's record page, and apply a filter based on the opportunity's Id field.

Answer: A

NEW QUESTION # 71

Exhibit.



Account Type	Total Accounts This Year	Total Accounts Last Year	YoY Growth
Customer	5,296	4,238	24.96%
Prospect	0	0	
Wholesaler	2	2	0%

Universal Containers has a dashboard for sales managers to visualize the Year Over Year (YoY) growth of their customers. The formula used is:

$$\text{YoY} = [(\text{This Year} - \text{Last Year}) / \text{Last Year}] \%$$

Based on the graphic, when there is not an account in the Last Year column, the YoY Growth shows null results. The sales managers want to replace it with 100% value.

What is the correct function to use?

- A. coalesce()
- B. substr()
- C. replace()

Answer: A

NEW QUESTION # 72

A new picklist value was added for the Category field on the Account object. This field is already added as part of the Account object data sync and the respective recipe that uses this field.

The CRM Analytics team reports that when they start the recipe it runs successfully with no errors or warnings, but they are unable to see this new value on their existing dashboards.

What is the origin of this issue?

- A. There are no records in Salesforce with this new picklist value.
- B. The user who runs the dataflow/recipe does not have access to the field.
- C. The Integration User profile does not have access to the field.

Answer: A

NEW QUESTION # 73

After getting approval for the dashboard layout design for a desktop, the CRM Analytics consultant is ready to start the design process for a mobile layout.

Which consideration should the consultant keep in mind?

- A. "Tablet" or "Phone" layout-where only minWidth and maxWidth have been set-may be displayed on a desktop if the dashboard is embedded in a small frame, or if the browser window is small.
- B. If no layouts are eligible for the mobile device, an error message will be displayed but the dashboard will still be visible on the desktop without errors.
- C. Create a layout with the property "phone" to show the dashboard on the mobile app similar to creating a layout with the property "dashboard" to show on the desktop for the same dashboard,

Answer: A

Explanation:

When designing for different device types in CRM Analytics, particularly for mobile layouts, it's crucial to consider how the layout will respond not just on mobile devices but also under various display conditions on desktops. Here's the rationale for focusing on this consideration:

* Responsiveness: Layouts designated for tablets or phones may also be triggered on desktop environments if conditions such as browser window size or embedded frame dimensions mimic those typical of smaller devices.

* Design Flexibility: Understanding this behavior is essential for creating versatile dashboards that maintain functionality and visual integrity across all potential viewing scenarios.

* User Experience: Ensuring that the dashboard behaves predictably across device types and sizes enhances user engagement and effectiveness, as it provides a consistent experience regardless of the access point.

This approach ensures that the dashboard remains functional and accessible no matter how or where it is being viewed, aligning with best practices for responsive and adaptive design in modern analytics environments.

NEW QUESTION # 74

A versioning feature allows CRM Analytics users to be added as Publishers and make changes separately while a 'Live' version is still being used by other users. Once the changes are complete, the user can then set their updated version as the Live version.

Which CRM Analytics item is this leveraged for?

- A. Dataset
- B. goats
- C. App

Answer: C

Explanation:

In CRM Analytics, the versioning feature described is typically leveraged for Apps. This feature allows:

* Parallel Development: Users can work on changes in a separate version without affecting the live version being accessed by others.

* Controlled Publishing: Once changes are finalized, the user can then promote their version to be the new live version, ensuring seamless updates without disrupting ongoing usage.

* Collaborative Workflows: Facilitates teamwork by allowing multiple users to propose and test changes in a controlled environment before making those changes live.

This approach ensures that CRM Analytics apps remain dynamic and can evolve over time while maintaining stability and continuity for end-users.

NEW QUESTION # 75

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