

Free PDF Quiz 2026 Data-Cloud-Consultant: Professional Salesforce Certified Data 360 Consultant (Data-Con-101) Valid Test Objectives



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Once you have practiced on our Salesforce Certified Data 360 Consultant (Data-Con-101) test questions, the system will automatically memorize and analyze all your practice. You must finish the model test in limited time. There have a timer on the right of the interface. Once you begin to do the exercises of the Data-Cloud-Consultant test guide, the timer will start to work and count down. If you don't finish doing the exercises, all your exercises of the Data-Cloud-Consultant Exam Questions will be delivered automatically. Then the system will generate a report according to your performance. You will clearly know where you are good at or not. Then you can make your own learning plans based on the report of the Data-Cloud-Consultant test guide. Also, you will do more practices that you are not good at until you completely have no problem.

Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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 3	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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 5	<ul style="list-style-type: none"> 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.

Actual Data-Cloud-Consultant Test Answers & Data-Cloud-Consultant Test Dumps Demo

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Salesforce Certified Data 360 Consultant (Data-Con-101) Sample Questions (Q25-Q30):

NEW QUESTION # 25

A Data 360 Consultant created a calculated insight that can be seen when ' Segmenting On ' Individuals on the segmentation canvas but not Unified Individual. What is the reason for this?

- A. The consultant doesn ' t have the correct permissions to see the calculated insight for Unified Individual segments.
- **B. The calculated insight is missing a relationship to the Unified Individual data model object (DMO).**
- C. Calculated insights can ' t be used for the Unified Individual data model object (DMO).
- D. The data space for the Unified Individual is different than the Individual data model object (DMO).

Answer: B

Explanation:

The identity logic is about linking source profiles safely, then choosing the best surviving values for the unified profile. The calculated insight is missing a relationship to the Unified Individual data model object (DMO). is appropriate because identity resolution needs reliable match inputs, qualified identifiers, and controlled reconciliation. It is not just deduplication; it is a rules-driven process that connects source records into a trusted unified profile. The distractors fall short because they either move the problem into the wrong system, add needless duplication, ignore Data 360 object relationships, or rely on a feature built for a different lifecycle stage. In a real implementation, those choices usually create brittle pipelines, stale data, security exposure, or segments that look correct on paper but fail when activated. Thinking like an architect, the selected option places the logic where Data 360 can govern it and reuse it reliably. This is the nuance exam questions often test: the platform capability must match both the technical layer and the business timing requirement, not just sound related to data.

NEW QUESTION # 26

Cloud Kicks received a Request to be Forgotten by a customer.

In which two ways should a consultant use Data Cloud to honor this request?

Choose 2 answers

- A. Use Data Explorer to locate and manually remove the Individual.
- B. Delete the data from the incoming data stream and perform a full refresh.
- **C. Use the Consent API to suppress processing and delete the Individual and related records from source data streams.**
- **D. Add the Individual ID to a headerless file and use the delete from file functionality.**

Answer: C,D

Explanation:

Explanation

To honor a Request to be Forgotten by a customer, a consultant should use Data Cloud in two ways:

* Add the Individual ID to a headerless file and use the delete from file functionality. This option allows the consultant to delete multiple Individuals from Data Cloud by uploading a CSV file with their IDs¹. The deletion process is asynchronous and can take up to 24 hours to complete¹.

* Use the Consent API to suppress processing and delete the Individual and related records from source data streams. This option allows the consultant to submit a Data Deletion request for an Individual profile in Data Cloud using the Consent API². A Data

Deletion request deletes the specified Individual entity and any entities where a relationship has been defined between that entity's identifying attribute and the Individual ID attribute². The deletion process is reprocessed at 30, 60, and 90 days to ensure a full deletion². The other options are not correct because:

- * Deleting the data from the incoming data stream and performing a full refresh will not delete the existing data in Data Cloud, only the new data from the source system³.
- * Using Data Explorer to locate and manually remove the Individual will not delete the related records from the source data streams, only the Individual entity in Data Cloud. References:
 - * Delete Individuals from Data Cloud
 - * Requesting Data Deletion or Right to Be Forgotten
 - * Data Refresh for Data Cloud
 - * [Data Explorer]

NEW QUESTION # 27

A customer wants to create segments of users based on their Customer Lifetime Value.

However, the source data that will be brought into Data Cloud does not include that key performance indicator (KPI).

Which sequence of steps should the consultant follow to achieve this requirement?

- A. Create Calculated Insight > Map Data to Data Model > Ingest Data > Use in Segmentation
- B. Create Calculated Insight > Ingest Data > Map Data to Data Model > Use in Segmentation
- **C. Ingest Data > Map Data to Data Model > Create Calculated Insight > Use in Segmentation**
- D. Ingest Data > Create Calculated Insight > Map Data to Data Model > Use in Segmentation

Answer: C

Explanation:

To create segments of users based on their Customer Lifetime Value (CLV), the sequence of steps that the consultant should follow is Ingest Data > Map Data to Data Model > Create Calculated Insight > Use in Segmentation. This is because the first step is to ingest the source data into Data Cloud using data streams¹. The second step is to map the source data to the data model, which defines the structure and attributes of the data². The third step is to create a calculated insight, which is a derived attribute that is computed based on the source or unified data³. In this case, the calculated insight would be the CLV, which can be calculated using a formula or a query based on the sales order data⁴. The fourth step is to use the calculated insight in segmentation, which is the process of creating groups of individuals or entities based on their attributes and behaviors. By using the CLV calculated insight, the consultant can segment the users by their predicted revenue from the lifespan of their relationship with the brand. The other options are incorrect because they do not follow the correct sequence of steps to achieve the requirement. Option B is incorrect because it is not possible to create a calculated insight before ingesting and mapping the data, as the calculated insight depends on the data model objects³. Option C is incorrect because it is not possible to create a calculated insight before mapping the data, as the calculated insight depends on the data model objects³. Option D is incorrect because it is not recommended to create a calculated insight before mapping the data, as the calculated insight may not reflect the correct data model structure and attributes³. Reference: Data Streams Overview, Data Model Objects Overview, Calculated Insights Overview, Calculating Customer Lifetime Value (CLV) With Salesforce, [Segmentation Overview]

NEW QUESTION # 28

What does it mean to build a trust-based, first-party data asset?

- A. To ensure opt-in consents are collected for all email marketing as required by law
- B. To provide trusted, first-party data in the Data Cloud Marketplace that follows all compliance regulations
- **C. To provide transparency and security for data gathered from individuals who provide consent for its use and receive value in exchange**
- D. To obtain competitive data from reliable sources through interviews, surveys, and polls

Answer: C

Explanation:

Building a trust-based, first-party data asset means collecting, managing, and activating data from your own customers and prospects in a way that respects their privacy and preferences. It also means providing them with clear and honest information about how you use their data, what benefits they can expect from sharing their data, and how they can control their data. By doing so, you can create a mutually beneficial relationship with your customers, where they trust you to use their data responsibly and ethically, and you can deliver more relevant and personalized experiences to them. A trust-based, first-party data asset can help you improve customer loyalty, retention, and growth, as well as comply with data protection regulations and standards. References: Use first-party data for

a powerful digital experience, Why first-party data is the key to data privacy, Build a first-party data strategy

NEW QUESTION # 29

Northern Trail Outfitters (NTO) asks its Data Cloud consultant for a list of contacts who fit within a certain segment for a mailing campaign.

How should the consultant provide this list to NTO?

- A. Create the segment, select Email as the activation target, and activate the segment directly to NTO.
- B. Create the segment and then click Download to obtain the segment membership details to provide to NTO.
- C. Create the segment and then activate the segment to NTO's Salesforce CRM.
- D. Create a new file storage activation target, create the segment, and then activate the segment to the new activation target.

Answer: D

Explanation:

Segment Creation in Data Cloud: Salesforce Data Cloud allows the creation of segments based on specific criteria for targeted marketing campaigns.

Activation Targets: After creating a segment, it must be activated to make the data available for use. Various activation targets can be configured based on how the segment data will be used.

File Storage Activation Target: To provide a list of contacts fitting a segment, creating a file storage activation target allows the segment data to be exported as a file. This file can then be shared with NTO for their mailing campaign.

Process:

- * Define the segment criteria in Salesforce Data Cloud.
- * Create a new file storage activation target.
- * Activate the segment to this target, which generates a downloadable file containing the segment membership details.

References:

- * Salesforce Data Cloud Documentation: Segmentation
- * Salesforce Data Cloud Activation

NEW QUESTION # 30

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