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## Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• Data Visualization: This section evaluates the Tableau Consultant's ability to design effective visual analytics solutions. It involves creating dashboards and visual reports that enhance user understanding, employing techniques like dynamic actions and advanced chart types, and ensuring performance optimization for an interactive user experience.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• IT Management: This domain measures skills related to managing Tableau environments. It includes planning server upgrades, recommending deployment solutions (on-premise or cloud), and ensuring alignment between technical and business requirements for analytics infrastructure. It also involves troubleshooting and optimizing system performance relevant to Tableau Server and Cloud deployments.</li></ul>

Topic 3	<ul style="list-style-type: none"> <li>• <b>Business Analysis:</b> This section of the exam measures skills of Tableau Consultants focusing on evaluating the current state of analytics within an organization. It covers mapping business needs to Tableau capabilities, translating analytical requirements to best practices in Tableau, and recommending appropriate deployment options like Tableau Server or Tableau Cloud. It also includes evaluating existing data structures for supporting business needs and identifying performance risks and opportunities.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>• <b>Data Analysis:</b> This domain targets Tableau Consultants to plan and prepare data connections effectively. It includes recommending data transformation strategies, designing row-level security (RLS) data structures, and implementing advanced data connections such as Web Data Connectors and Tableau Bridge. Skills in specifying granularity and aggregation strategies for data sources across Tableau products are emphasized.</li> </ul>
Topic 5	<ul style="list-style-type: none"> <li>• <b>Data Management:</b> This part focuses on establishing governance and support for published content. Tableau Consultants are expected to manage data security, publish and maintain data sources and workbooks, and oversee content access. It includes applying governance best practices, using metadata APIs, and supporting administration functions to maintain data integrity and accessibility.</li> </ul>

## Salesforce Certified Tableau Consultant Sample Questions (Q96-Q101):

### NEW QUESTION # 96

Use the following login credentials to sign in to the virtual machine:

Username: Admin

Password:

The following information is for technical support purposes only:

Lab Instance: 40201223

To access Tableau Help, you can open the Help.pdf file on the desktop.

From the desktop, open the CC workbook.

Open the Categorical Sales worksheet.

You need to use table calculations to compute the following:

. For each category and year, calculate the average sales by segment.

. Create another calculation to compute the year-over-year percentage change of the average sales by category calculation. Replace the original measure with the year-over-year percentage change in the crosstab.

From the File menu in Tableau Desktop, click Save.

### Answer:

Explanation:

See the complete Steps below in Explanation:

Explanation:

To compute the required calculations and update the worksheet in Tableau Desktop, follow these steps:

\* Compute Average Sales by Segment for Each Category and Year:

\* Open the CC workbook and navigate to the Categorical Sales worksheet.

\* Drag the 'Sales' field to the Rows shelf if it's not already there.

\* Drag the 'Segment' field to the Rows shelf as well, placing it next to 'Category' and 'Year'.

\* Right-click on the 'Sales' field in the Rows shelf and select 'Quick Table Calculation' > 'Average'.

This will compute the average sales for each segment within each category and year.

\* Create a Calculation for Year-over-Year Percentage Change:

\* Right-click in the data pane and select 'Create Calculated Field'.

- \* Name the calculated field something descriptive, e.g., "YoY Sales Change".
- \* Enter the formula to calculate the year-over-year percentage change:  

$$\frac{(\text{ZN}(\text{SUM}([\text{Sales}])) - \text{LOOKUP}(\text{ZN}(\text{SUM}([\text{Sales}])), -1))}{\text{ABS}(\text{LOOKUP}(\text{ZN}(\text{SUM}([\text{Sales}])), -1))}$$
- \* Click 'OK' to save the calculated field.
- \* Replace the Original Measure with the Year-over-Year Percentage Change in the Crosstab:
- \* Remove the original 'Sales' measure from the view by dragging it off the Rows shelf.
- \* Drag the newly created "YoY Sales Change" calculated field to the Rows shelf where the 'Sales' field was originally.
- \* Format the "YoY Sales Change" field to display as a percentage. Right-click on the field in the Rows shelf, select 'Format', and adjust the number format to percentage.
- \* Save Your Changes:
- \* From the File menu, click 'Save' to ensure all your changes are stored.

References:

Tableau Help: Offers guidance on creating calculated fields and using table calculations.

Tableau Desktop User Guide: Provides instructions on formatting and saving worksheets.

These steps allow you to manipulate data within Tableau effectively, using table calculations to analyze trends and changes in sales data by category and segment over years.

### NEW QUESTION # 97

A consultant wants to improve the performance of reports by moving calculations to the data layer and materializing them in the extract.

Which calculation should the consultant use?

- A.  $\text{ZN}([\text{Sales}]) * (1 - \text{ZN}([\text{Discount}]))$
- B. `CASE [Sector Parameter]`  
`WHEN 1 THEN "green"`  
`WHEN 2 THEN "yellow"`
- C.  $\text{SUM}([\text{Profit}]) / \text{SUM}([\text{Sales}])$
- D.  $\text{POWER}(\text{ZN}(\text{SUM}([\text{Sales}])) / \text{LOOKUP}(\text{ZN}(\text{SUM}([\text{Sales}])), \text{FIRST}()), \text{ZN}(1/(\text{INDEX}()-1)))$   
- 1

**Answer: C**

Explanation:

END

Explanation:

To improve performance by moving calculations to the data layer and materializing them in the extract, the consultant should choose calculations that benefit from pre-computation and significantly reduce the load during query time:

**Aggregation-Level Calculation:** The formula  $\text{SUM}([\text{Profit}]) / \text{SUM}([\text{Sales}])$  calculates a ratio at an aggregate level, which is ideal for pre-computation. Materializing this calculation in the extract means that the complex division operation is done once and stored, rather than being recalculated every time the report is accessed.

**Performance Improvement:** By pre-computing this aggregate ratio, Tableau can utilize the pre-calculated fields directly in visualizations, which speeds up report loading and interaction times as the heavy lifting of data processing is done during the data preparation stage.

References:

**Materialization in Extracts:** This concept involves pre-calculating and storing complex aggregations or calculations within the Tableau data extract itself, improving performance by reducing the computational load during visualization rendering.

### NEW QUESTION # 98

For a new report, a consultant needs to build a data model with three different tables, including two that contain hierarchies of locations and products. The third table contains detailed warehousing data from all locations across six countries. The consultant uses Tableau Cloud and the size of the third table excludes using an extract.

What is the most performant approach to model the data for a live connection?

- A. Blending the first two tables with the third
- B. Joining the tables in Tableau Desktop
- C. Joining the tables in Tableau Prep
- D. Relating the tables in Tableau Desktop

**Answer: D**

Explanation:

For a performant live connection in Tableau Cloud, especially when dealing with large datasets that preclude the use of extracts, relating the tables in Tableau Desktop is the recommended approach. This method allows for flexibility in how the data is queried and can improve performance by leveraging Tableau's relationships feature, which optimizes queries for the underlying database. References: The best practices for live connections in Tableau Cloud suggest using relationships to manage complex data models efficiently<sup>1</sup>. Additionally, Tableau's documentation on connecting data sources recommends using relationships for better performance with live connections<sup>2</sup>.

#### NEW QUESTION # 99

A consultant used Tableau Data Catalog to determine which workbooks will be affected by a field change.

Catalog shows:

- \* Published Data Source # 7 connected workbooks
- \* Field search (Lineage tab) # 6 impacted workbooks

The client asks: Why 7 connected, but only 6 impacted?

- A. The consultant lacked sufficient permissions to see the seventh workbook.
- **B. The field being altered is not used in the seventh workbook.**
- C. The seventh workbook is connected via Custom SQL so it didn't appear in the list.
- D. The field is used twice in a single workbook.

**Answer: B**

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Key Tableau Catalog behaviors:

- \* Connected workbooks = any workbook linked to the published data source.
- \* Impacted workbooks = only workbooks that use the specific field.
- \* If a workbook connects to the data source but never uses the field, it appears as "connected" but not impacted.

This explains EXACTLY why:

- \* 7 workbooks are connected
- \* Only 6 use the changed field
- \* Therefore only 6 are impacted

This matches Option C.

Why the other options are incorrect:

A). Field used twice

Still counts as one workbook - does not explain discrepancy.

B). Permission issue

If permissions blocked visibility, the data source would not list 7 connections.

D). Custom SQL use

Catalog can still detect field usage through metadata lineage; Custom SQL does NOT hide workbook dependency.

Thus, only Option C logically explains the scenario.

- \* Data Catalog lineage rules: "Connected vs. Impacted" distinction.
- \* Field-level impact analysis documentation.
- \* Workbook dependency logic within Tableau Catalog.

#### NEW QUESTION # 100

From the desktop, open the CC workbook.

Open the City Pareto worksheet.

You need to complete the Pareto chart to show the percentage of sales compared to the percentage of cities.

The chart must show reference lines to visualize how the data compares to the Pareto principle.

From the File menu in Tableau Desktop, click Save.

**Answer:**

Explanation:

See the complete Steps below in Explanation:

Explanation:

To complete the Pareto chart in the "City Pareto" worksheet of your Tableau Desktop and add reference lines to illustrate how the data compares to the Pareto principle, follow these steps:

- \* Open the CC Workbook and Access the Worksheet:
- \* From the desktop, double-click on the CC workbook to open it in Tableau Desktop.
- \* Navigate to the City Pareto worksheet by selecting its tab at the bottom of the window.
- \* Construct the Pareto Chart:
- \* Ensure that sales data is aggregated by city. If not, drag the 'City' dimension to the Columns shelf and the 'Sales' measure to the Rows shelf.
- \* Sort the sales data in descending order to properly align the cities according to their sales contribution.
- \* To create a running total of sales, right-click on the 'Sales' measure on the Rows shelf, select 'Quick Table Calculation', and choose 'Running Total'.
- \* Drag the 'Number of Records' field to the Rows shelf next to the Sales running total. Right-click on it, select 'Quick Table Calculation', and choose 'Running Total'. Set its calculation to 'Percent of Total' from the 'Edit Table Calculation' option to represent the percentage of cities.
- \* Add Reference Lines for the Pareto Principle:
- \* Click on the Analytics tab in the sidebar.
- \* Drag a 'Reference Line' element and drop it onto the chart area.
- \* Set the Reference Line for the Sales axis at 80% to represent the typical Pareto cutoff where 80% of effects come from 20% of causes.
- \* Add another Reference Line on the axis representing the percentage of cities, set at 20%, to visually assess the Pareto principle.
- \* Adjust the Appearance of the Chart:
- \* Format the reference lines by right-clicking on them, selecting 'Edit', and choosing a distinct style or color to make them stand out.
- \* Ensure the chart is clear and labels are appropriately adjusted for easy understanding of the data visualization.
- \* Save Your Changes:
- \* From the File menu, click 'Save' to ensure all your changes are stored.

References:

Tableau Help: Offers detailed guidance on creating Pareto charts and adding reference lines.

Tableau Visualization Best Practices: Provides tips on effectively displaying cumulative data and principles such as Pareto.

By following these steps, you will have successfully enhanced the City Pareto worksheet to include a complete Pareto chart with reference lines that illustrate how the sales data compares to the Pareto principle, making it easier to analyze and communicate the distribution of sales across cities.

## NEW QUESTION # 101

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