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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• Identity Resolution: It describes matching and how its rule sets are applied. Furthermore, it discusses reconciling data and its rule sets, the results of identity resolution, and use cases.

Salesforce Certified Data Cloud Consultant Sample Questions (Q62-Q67):

NEW QUESTION # 62
A customer has a calculated insight about lifetime value.
What does the consultant need to be aware of if the calculated insight.
needs to be modified?

- A. Existing dimensions can be removed.
- B. New dimensions can be added.
- C. New measures can be added.
- D. Existing measures can be removed.

Answer: A

Explanation:
A calculated insight is a multidimensional metric that is defined and calculated from data using SQL expressions. A calculated insight can include dimensions and measures. Dimensions are the fields that are used to group or filter the data, such as customer ID, product category, or region. Measures are the fields that are used to perform calculations or aggregations, such as revenue, quantity, or average order value. A calculated insight can be modified by editing the SQL expression or changing the data space. However, the consultant needs to be aware of the following limitations and considerations when modifying a calculated insight12:
Existing dimensions cannot be removed. If a dimension is removed from the SQL expression, the calculated insight will fail to run and display an error message. This is because the dimension is used to create the primary key for the calculated insight object, and removing it will cause a conflict with the existing data. Therefore, the correct answer is B.
New dimensions can be added. If a dimension is added to the SQL expression, the calculated insight will run and create a new field for the dimension in the calculated insight object. However, the consultant should be careful not to add too many dimensions, as this can affect the performance and usability of the calculated insight.
Existing measures can be removed. If a measure is removed from the SQL expression, the calculated insight will run and delete the field for the measure from the calculated insight object. However, the consultant should be aware that removing a measure can affect the existing segments or activations that use the calculated insight.
New measures can be added. If a measure is added to the SQL expression, the calculated insight will run and create a new field for the measure in the calculated insight object. However, the consultant should be careful not to add too many measures, as this can affect the performance and usability of the calculated insight. Reference: Calculated Insights, Calculated Insights in a Data Space.

NEW QUESTION # 63
Cumulus Financial (CF) wants to target loyal and engaged customers. When a platinum tier customer visits their Investment pages more than three times in a 24-hour period, CF wants to Immediately Send an email that offers a private consultation.
What should a consultant recommend for this business requirement?

- A. Calculated insight with a data action to a Marketing Cloud Engagement transactional email
- B. Rapid segment to a data action journey in Marketing Cloud Engagement
- C. Streaming insight with a data action into a journey in Marketing Cloud Engagement
- D. Standard segment with activation into Marketing Cloud Engagement

Answer: C

Explanation:
To meet the requirement of targeting loyal and engaged customers (platinum-tier customers visiting investment pages more than three times in 24 hours) and sending an immediate email offering a private consultation, the best solution is to use a streaming insight with a data action into a journey in Marketing Cloud Engagement . Here's why:
Understanding the Requirement

The company wants to identify platinum-tier customers who visit their Investment pages more than three times within a 24-hour period.

Once identified, these customers should immediately receive an email offering a private consultation.

This requires real-time monitoring of customer behavior and triggering an automated response.

Why Streaming Insight with a Data Action?

Streaming Insights for Real-Time Monitoring :

A streaming insight in Salesforce Data Cloud monitors customer interactions in real time.

It can detect when a platinum-tier customer visits the Investment pages more than three times within 24 hours.

Data Actions for Immediate Response :

A data action allows you to trigger specific actions based on the insights generated.

In this case, the data action would send the customer's information to a journey in Marketing Cloud Engagement to initiate the email campaign.

Journey in Marketing Cloud Engagement :

Marketing Cloud Engagement journeys are designed to automate personalized marketing activities, such as sending transactional emails.

By integrating the streaming insight with a journey, the system can immediately send the email offering a private consultation.

Steps to Implement This Solution

Step 1: Create a Streaming Insight

Navigate to Data Cloud > Insights > Streaming Insights .

Define the criteria for identifying platinum-tier customers who visit the Investment pages more than three times in 24 hours.

Step 2: Configure a Data Action

Set up a data action that sends the identified customer's information to Marketing Cloud Engagement.

Ensure the data action includes relevant details (e.g., customer ID, email address).

Step 3: Build a Journey in Marketing Cloud Engagement

In Marketing Cloud Engagement, create a journey that listens for incoming data from the data action.

Configure the journey to send a personalized email offering a private consultation.

Step 4: Test and Deploy

Test the entire workflow to ensure that the streaming insight triggers the data action and that the email is sent immediately.

Why Not Other Options?

A). Calculated insight with a data action to a Marketing Cloud Engagement transactional email :Calculated insights are not designed for real-time monitoring. They are better suited for batch processing or periodic calculations, making them unsuitable for this use case.

B). Rapid segment to a data action journey in Marketing Cloud Engagement :While rapid segments are useful for quickly grouping customers, they do not provide the real-time detection required for this scenario.

C). Standard segment with activation into Marketing Cloud Engagement :Standard segments are static or periodically updated and cannot respond to real-time customer behavior.

Conclusion

By using a streaming insight with a data action into a journey in Marketing Cloud Engagement , Cumulus Financial can achieve real-time monitoring and immediate engagement with its loyal customers.

NEW QUESTION # 64
Which information is provided in a .csv file when activating to Amazon S3?

- A. The manifest of origin sources within Data Cloud
- B. An audit log showing the user who activated the segment and when it was activated
- C. The activated data payload
- D. The metadata regarding the segment definition

Answer: C

Explanation:
When activating to Amazon S3, the information that is provided in a .csv file is the activated data payload. The activated data payload is the data that is sent from Data Cloud to the activation target, which in this case is an Amazon S3 bucket1. The activated data payload contains the attributes and values of the individuals or entities that are included in the segment that is being activated2. The activated data payload can be used for various purposes, such as marketing, sales, service, or analytics3. The other options are incorrect because they are not provided in a .csv file when activating to Amazon S3. Option A is incorrect because an audit log is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Activation History tab4. Option C is incorrect because the metadata regarding the segment definition is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Segmentation tab5. Option D is incorrect because the manifest of origin sources within Data Cloud is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Data Sources tab. Reference: Data Activation Overview, Create and Activate

NEW QUESTION # 65

A new user of Data Cloud only needs to be able to review individual rows of ingested data and validate that it has been modeled successfully to its linked data model object. The user will also need to make changes if required.
What is the minimum permission set needed to accommodate this use case?

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

Answer: A

Explanation:
The Data Cloud User permission set is the minimum permission set needed to accommodate this use case. The Data Cloud User permission set grants access to the Data Explorer feature, which allows the user to review individual rows of ingested data and validate that it has been modeled successfully to its linked data model object. The user can also make changes to the data model object fields, such as adding or removing fields, changing field types, or creating formula fields. The Data Cloud User permission set does not grant access to other Data Cloud features or tasks, such as creating data streams, creating segments, creating activations, or managing users. The other permission sets are either too restrictive or too permissive for this use case. The Data Cloud for Marketing Specialist permission set only grants access to the segmentation and activation features, but not to the Data Explorer feature. The Data Cloud Admin permission set grants access to all Data Cloud features and tasks, including the Data Explorer feature, but it is more than what the user needs. The Data Cloud for Marketing Data Aware Specialist permission set grants access to the Data Explorer feature, but also to the segmentation and activation features, which are not required for this use case.
Reference: Data Cloud Standard Permission Sets, Data Explorer, Set Up Data Cloud Unit

NEW QUESTION # 66

Which statement about Data Cloud's Web and Mobile Application Connector is true?

- A. A standard schema containing event, profile, and transaction data is created at the time the connector is configured.
- B. The Tenant Specific Endpoint is auto-generated in Data Cloud when setting the connector.
- C. The connector schema can be updated to delete an existing field.
- D. Any data streams associated with the connector will be automatically deleted upon deleting the app from Data Cloud Setup.

Answer: B

Explanation:
The Web and Mobile Application Connector allows you to ingest data from your websites and mobile apps into Data Cloud. To use this connector, you need to set up a Tenant Specific Endpoint (TSE) in Data Cloud, which is a unique URL that identifies your Data Cloud org. The TSE is auto-generated when you create a connector app in Data Cloud Setup. You can then use the TSE to configure the SDKs for your websites and mobile apps, which will send data to Data Cloud through the TSE. Reference: Web and Mobile Application Connector, Connect Your Websites and Mobile Apps, Create a Web or Mobile App Data Stream

NEW QUESTION # 67

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