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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	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.
Topic 2	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	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.
Topic 4	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	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.

Salesforce Certified Data Cloud Consultant Sample Questions (Q16-Q21):

NEW QUESTION # 16

A consultant is connecting sales order data to Data Cloud and considers whether to use the Profile, Engagement, or Other categories to map the DLO. The consultant chooses to map the DLO called Order-Headers to the Sales Order DMO using the Engagement category.

What is the impact of this action on future mappings?

- A. A DLO with category Engagement can be mapped to any DMO using either Profile, Engagement, or Other categories.
- B. Sales Order DMO gets assigned to both the Profile and Engagement categories when mapping a Profile DLO.
- C. Only Engagement category DLOs can be mapped to the Sales Order DMO. Sales Order gets assigned to the Engagement Category.**
- D. When mapping a Profile DLO to the Sales Order DMO, the category gets updated to Profile.

Answer: C

Explanation:

* Data Lake Objects (DLOs) and Data Model Objects (DMOs): In Salesforce Data Cloud, DLOs are mapped to DMOs to organize and structure data. Categories like Profile, Engagement, and Other define how these mappings are used.

* Engagement Category: Mapping a DLO to the Engagement category indicates that the data is related to customer interactions and activities.

* Impact on Future Mappings:

Engagement Category Restriction: When a DLO like Order-Headers is mapped to the Sales Order DMO under the Engagement category, future mappings of the Sales Order DMO are restricted to Engagement category DLOs.

Category Assignment: The Sales Order DMO is assigned to the Engagement category, meaning only DLOs categorized as Engagement can be mapped to it in the future.

* Benefits:

Consistency: Ensures consistent data categorization and usage, aligning data with its intended purpose.

Accuracy: Helps in maintaining the integrity of data mapping and ensures that engagement-related data is accurately captured and utilized.

* Reference:

Salesforce Data Cloud Mapping

NEW QUESTION # 17

Which statement is true related to batch ingestions from Salesforce CRM?

- A. The CRM connector's synchronization times can be customized to up to 15-minute intervals.
- B. The CRM connector performs an incremental refresh when 600K or more deletion records are detected.
- **C. When a column is added or removed, the CRM connector performs a full refresh.**
- D. CRM data cannot be manually refreshed and must wait for the next scheduled synchronization.

Answer: C

Explanation:

The question asks which statement is true about batch ingestions from Salesforce CRM into Salesforce Data Cloud. Batch ingestion refers to the process of periodically syncing data from Salesforce CRM (e.g., Accounts, Contacts, Opportunities) into Data Cloud. The focus is on how the CRM connector handles changes in data structure (e.g., adding or removing columns) and synchronization behavior.

Why A is Correct: "When a column is added or removed, the CRM connector performs a full refresh." Behavior of the CRM Connector :

The Salesforce CRM connector automatically detects schema changes, such as when a field (column) is added or removed in the source CRM object.

When such changes occur, the CRM connector triggers a full refresh of the data for that object. This ensures that the data model in Data Cloud aligns with the updated schema in Salesforce CRM.

Why a Full Refresh is Necessary :

A full refresh ensures that all records are re-ingested with the updated schema, avoiding inconsistencies or missing data caused by incremental updates.

Incremental updates only capture changes (e.g., new or modified records), so they cannot handle schema changes effectively.

Other Options Are Incorrect :

B . The CRM connector performs an incremental refresh when 600K or more deletion records are detected : This is incorrect because the CRM connector does not switch to incremental refresh based on the number of deletion records. It always performs incremental updates unless a schema change triggers a full refresh.

C . The CRM connector's synchronization times can be customized to up to 15-minute intervals : While synchronization schedules can be customized, the minimum interval is typically 1 hour , not 15 minutes.

D . CRM data cannot be manually refreshed and must wait for the next scheduled synchronization : This is incorrect because users can manually trigger a refresh of CRM data in Data Cloud if needed.

Steps to Understand CRM Connector Behavior

Step 1: Schema Changes Trigger Full Refresh

If a field is added or removed in Salesforce CRM, the CRM connector detects this change and initiates a full refresh of the corresponding object in Data Cloud.

Step 2: Incremental Updates for Regular Syncs

For regular synchronization, the CRM connector performs incremental updates, capturing only new or modified records since the last sync.

Step 3: Manual Refresh Option

Users can manually trigger a refresh in Data Cloud if immediate synchronization is required, bypassing the scheduled sync.

Step 4: Monitor Synchronization Logs

Use the Data Cloud Monitoring tools to track synchronization status, including full refreshes and incremental updates.

Conclusion

The statement "When a column is added or removed, the CRM connector performs a full refresh" is true. This behavior ensures that the data model in Data Cloud remains consistent with the schema in Salesforce CRM, avoiding potential data integrity issues.

NEW QUESTION # 18

Which two common use cases can be addressed with Data Cloud?

Choose 2 answers

- **A. Harmonize data from multiple sources with a standardized and extendable data model.**
- **B. Understand and act upon customer data to drive more relevant experiences.**
- C. Govern enterprise data lifecycle through a centralized set of policies and processes.
- D. Safeguard critical business data by serving as a centralized system for backup and disaster

Answer: A,B

Explanation:
recovery.

Explanation:

Data Cloud is a data platform that can help customers connect, prepare, harmonize, unify, query, analyze, and act on their data across various Salesforce and external sources. Some of the common use cases that can be addressed with Data Cloud are: Understand and act upon customer data to drive more relevant experiences. Data Cloud can help customers gain a 360-degree view of their customers by unifying data from different sources and resolving identities across channels. Data Cloud can also help customers segment their audiences, create personalized experiences, and activate data in any channel using insights and AI. Harmonize data from multiple sources with a standardized and extendable data model. Data Cloud can help customers transform and cleanse their data before using it, and map it to a common data model that can be extended and customized. Data Cloud can also help customers create calculated insights and related attributes to enrich their data and optimize identity resolution. The other two options are not common use cases for Data Cloud. Data Cloud does not provide data governance or backup and disaster recovery features, as these are typically handled by other Salesforce or external solutions.

Reference:

Learn How Data Cloud Works

About Salesforce Data Cloud

Discover Use Cases for the Platform

Understand Common Data Analysis Use Cases

NEW QUESTION # 19

A consultant is planning the ingestion of a data stream that has profile information including a mobile phone number. To ensure that the phone number can be used for future SMS campaigns, they need to confirm the phone number field is in the proper E164 Phone Number format. However, the phone numbers in the file appear to be in varying formats. What is the most efficient way to guarantee that the various phone number formats are standardized?

- A. Create a formula field to standardize the format.
- **B. Assign the PhoneNumber field type when creating the data stream.**
- C. Create a calculated insight after ingestion.
- D. Edit and update the data in the source system prior to sending to Data Cloud.

Answer: B

Explanation:

The most efficient way to guarantee that the various phone number formats are standardized is to assign the PhoneNumber field type when creating the data stream. The PhoneNumber field type is a special field type that automatically converts phone numbers into the E164 format, which is the international standard for phone numbers. The E164 format consists of a plus sign (+), the country code, and the national number. For example, +1-202-555-1234 is the E164 format for a US phone number. By using the PhoneNumber field type, the consultant can ensure that the phone numbers are consistent and can be used for future SMS campaigns.

The other options are either more time-consuming, require manual intervention, or do not address the formatting issue. References: Data Stream Field Types, E164 Phone Number Format, Salesforce Data Cloud Exam Questions

NEW QUESTION # 20

Cumulus Financial uses Service Cloud as its CRM and stores mobile phone, home phone, and work phone as three separate fields for its customers on the Contact record. The company plans to use Data Cloud and ingest the Contact object via the CRM Connector.

What is the most efficient approach that a consultant should take when ingesting this data to ensure all the different phone numbers are properly mapped and available for use in activation?

- **A. Ingest the Contact object and use streaming transforms to normalize the phone numbers from the Contact data stream into a separate Phone data lake object (DLO) that contains three rows, and then map this new DLO to the Contact Point Phone data map object.**
- B. Ingest the Contact object and then create a calculated insight to normalize the phone numbers, and then map to the Contact Point Phone data map object.
- C. Ingest the Contact object and map the Work Phone, Mobile Phone, and Home Phone to the Contact Point Phone data map object from the Contact data stream.
- D. Ingest the Contact object and create formula fields in the Contact data stream on the phone numbers, and then map to the

Contact Point Phone data map object.

Answer: A

Explanation:

The most efficient approach that a consultant should take when ingesting this data to ensure all the different phone numbers are properly mapped and available for use in activation is B. Ingest the Contact object and use streaming transforms to normalize the phone numbers from the Contact data stream into a separate Phone data lake object (DLO) that contains three rows, and then map this new DLO to the Contact Point Phone data map object. This approach allows the consultant to use the streaming transforms feature of Data Cloud, which enables data manipulation and transformation at the time of ingestion, without requiring any additional processing or storage. Streaming transforms can be used to normalize the phone numbers from the Contact data stream, such as removing spaces, dashes, or parentheses, and adding country codes if needed. The normalized phone numbers can then be stored in a separate Phone DLO, which can have one row for each phone number type (work, home, mobile). The Phone DLO can then be mapped to the Contact Point Phone data map object, which is a standard object that represents a phone number associated with a contact point. This way, the consultant can ensure that all the phone numbers are available for activation, such as sending SMS messages or making calls to the customers.

The other options are not as efficient as option B. Option A is incorrect because it does not normalize the phone numbers, which may cause issues with activation or identity resolution. Option C is incorrect because it requires creating a calculated insight, which is an additional step that consumes more resources and time than streaming transforms. Option D is incorrect because it requires creating formula fields in the Contact data stream, which may not be supported by the CRM Connector or may cause conflicts with the existing fields in the Contact object. Reference: Salesforce Data Cloud Consultant Exam Guide, Data Ingestion and Modeling, Streaming Transforms, Contact Point Phone

NEW QUESTION # 21

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