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Salesforce Certified Data Cloud Consultant Sample Questions (Q148-Q153):

NEW QUESTION # 148

During discovery, which feature should a consultant highlight for a customer who has multiple data sources and needs to match and reconcile data about individuals into a single unified profile?

- A. Data Consolidation
- B. Harmonization
- C. Data Cleansing
- **D. Identity Resolution**

Answer: D

Explanation:

The feature that the consultant should highlight for a customer who has multiple data sources and needs to match and reconcile data about individuals into a single unified profile is D. Identity Resolution. Identity Resolution is the process of identifying, matching, and reconciling data about individuals across different data sources and creating a unified profile that represents a single view of the customer. Identity Resolution uses various methods and rules to determine the best match and reconciliation of data, such as deterministic matching, probabilistic matching, reconciliation rules, and identity graphs. Identity Resolution enables the customer to have a complete and accurate understanding of their customers and their interactions across different channels and touchpoints.

References: Salesforce Data Cloud Consultant Exam Guide, Identity Resolution

NEW QUESTION # 149

Northern Trail Outfitters (NTO), an outdoor lifestyle clothing brand, recently started a new line of business. The new business specializes in gourmet camping food. For business reasons as well as security reasons, it's important to NTO to keep all Data Cloud data separated by brand.

Which capability best supports NTO's desire to separate its data by brand?

- A. Data sources for each brand
- **B. Data spaces for each brand**
- C. Data streams for each brand
- D. Data model objects for each brand

Answer: B

Explanation:

Data spaces are logical containers that allow you to separate and organize your data by different criteria, such as brand, region, product, or business unit¹. Data spaces can help you manage data access, security, and governance, as well as enable cross-cloud data integration and activation². For NTO, data spaces can support their desire to separate their data by brand, so that they can have different data models, rules, and insights for their outdoor lifestyle clothing and gourmet camping food businesses. Data spaces can also help NTO comply with any data privacy and security regulations that may apply to their different brands³. The other options are incorrect because they do not provide the same level of data separation and organization as data spaces. Data streams are used to ingest data from different sources into Data Cloud, but they do not separate the data by brand⁴. Data model objects are used to define the structure and attributes of the data, but they do not isolate the data by brand⁵. Data sources are used to identify the origin and type of the data, but they do not partition the data by brand. References: Data Spaces Overview, Create Data Spaces, Data Privacy and Security in Data Cloud, Data Streams Overview, Data Model Objects Overview, [Data Sources Overview]

NEW QUESTION # 150

Which functionality does Data Cloud offer to improve customer support interactions when a customer is working with an agent?

- A. Predictive troubleshooting
- B. Automated customer service replies
- C. Enhanced reporting tools
- **D. Real-time data integration**

Answer: D

Explanation:

Customer Support in Salesforce Data Cloud: One of the key benefits of Salesforce Data Cloud is its ability to enhance customer support by providing comprehensive and real-time customer data.

Real-Time Data Integration: This functionality allows customer support agents to access the most up-to-date customer information,

improving their ability to respond to customer inquiries and issues effectively.

Benefits for Customer Support:

Immediate Access: Agents have real-time access to customer interactions and data, ensuring they can provide accurate and timely support.

Contextual Information: The integrated data provides a holistic view of the customer's history and preferences, allowing for more personalized support interactions.

Use Case: When a customer contacts support, the agent can see real-time updates on recent purchases, interactions, and any ongoing issues, enabling them to resolve queries quickly and efficiently.

References:

Salesforce Data Cloud for Customer Support

Real-Time Data Integration in Salesforce

NEW QUESTION # 151

A consultant is setting up Data Cloud for a multi-brand organization and is using data spaces to segregate its data for various brands.

While starting the mapping of a data stream, the consultant notices that they cannot map the object for one of the brands.

What should the consultant do to make the object available for a new data space?

- A. Create a batch transform to split data between different data spaces.
- B. Create a new data stream and map the second data stream to the data space.
- C. Copy data from the default data space to a new DMO using the Data Copy feature and link this DMO to the new data space.
- **D. Navigate to the Data Space tab and select the object to be included in the new data space.**

Answer: D

Explanation:

When setting up Data Cloud for a multi-brand organization, if a consultant cannot map an object for one of the brands during data stream setup, they should navigate to the Data Space tab and select the object to include it in the new data space. Here's why:

Understanding the Issue

The consultant is using data spaces to segregate data for different brands.

While mapping a data stream, they notice that an object is unavailable for one of the brands.

This indicates that the object has not been associated with the new data space.

Why Navigate to the Data Space Tab?

Data Spaces and Object Availability :

Objects must be explicitly added to a data space before they can be used in mappings or transformations within that space.

If an object is missing, it means it has not been included in the data space configuration.

Solution Approach :

By navigating to the Data Space tab , the consultant can add the required object to the new data space.

This ensures the object becomes available for mapping and use in the data stream.

Steps to Resolve the Issue

Step 1: Navigate to the Data Space Tab

Go to Data Cloud > Data Spaces and locate the new data space for the brand.

Step 2: Add the Missing Object

Select the data space and click on Edit .

Add the required object (e.g., a Data Model Object or Data Lake Object) to the data space.

Step 3: Save and Verify

Save the changes and return to the data stream setup.

Verify that the object is now available for mapping.

Step 4: Complete the Mapping

Proceed with mapping the object in the data stream.

Why Not Other Options?

A). Create a new data stream and map the second data stream to the data space :Creating a new data stream is unnecessary if the issue is simply object availability in the data space.

B). Copy data from the default data space to a new DMO using the Data Copy feature and link this DMO to the new data space :This is overly complex and not required if the object can simply be added to the data space.

C). Create a batch transform to split data between different data spaces :Batch transforms are used for data processing, not for resolving object availability issues.

Conclusion

The correct solution is to navigate to the Data Space tab and select the object to include it in the new data space . This ensures the object is available for mapping and resolves the issue efficiently.

NEW QUESTION # 152

When performing segmentation or activation, which time zone is used to publish and refresh data?

- A. Time zone specified on the activity at the time of creation
- B. Time zone of the user creating the activity
- C. Time zone set by the Salesforce Data Cloud org
- D. Time zone of the Data Cloud Admin user

Answer: C

Explanation:

The time zone that is used to publish and refresh data when performing segmentation or activation is D. Time zone set by the Salesforce Data Cloud org. This time zone is the one that is configured in the org settings when Data Cloud is provisioned, and it applies to all users and activities in Data Cloud. This time zone determines when the segments are scheduled to refresh and when the activations are scheduled to publish.

Therefore, it is important to consider the time zone difference between the Data Cloud org and the destination systems or channels when planning the segmentation and activation strategies. References: Salesforce Data Cloud Consultant Exam Guide, Segmentation, Activation

NEW QUESTION # 153

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