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## Salesforce Certified CRM Analytics and Einstein Discovery Consultant Sample Questions (Q35-Q40):

### NEW QUESTION # 35

A CRM Analytics consultant is asked to help a company report on its sales activity. The company wants to train some users to create dashboards. The company also wants one other specific team to be able to use the dashboards.

What should the consultant do to address these requirements?

- A. Use a permission set license with two different levels of access.
- **B. configure a permission set license assignment with two different levels of access.**
- C. Clone the existing permission set with different system permissions.

**Answer: B**

Explanation:

To meet the requirement of training some users to create dashboards while giving another team access to use (but not modify) those dashboards, the best approach is to configure a permission set license assignment with two different levels of access. You can assign specific permissions for dashboard creation to one group of users and viewing permissions to the other. This ensures the appropriate level of access based on the role without the need for duplicating permission sets or licenses unnecessarily.

### NEW QUESTION # 36

consultant is reviewing a model that is set to maximize the daily sales quantity of consumer products in stores, and they see this recommendation.

□ Which action should the consultant take?

- A. Remove the Store field from the model definition, because that is the recommended action.
- B. Ignore alert; the explanation of variation is only 35%, which is below 50%.
- **C. Verify client expectations that Store is a strong predictor for daily sales quantity.**

**Answer: C**

Explanation:

Upon reviewing the data model and noticing the high correlation alert between 'Store' and daily sales quantity, the appropriate action is to verify with the client their expectations regarding the influence of the Store field on daily sales. Here's the rationale:

\* Understanding the Role of 'Store' in the Model: Before making any changes to the model, it's crucial to understand whether the 'Store' field is expected to be a strong predictor based on the business context. If the client expects that different stores inherently have different sales volumes due to factors like location, size, or customer base, this correlation may be both meaningful and desired.

\* Potential Data Leakage: High correlation warnings can sometimes indicate data leakage, where a predictor (like 'Store') might inadvertently include information about the outcome variable (daily sales quantity). It's essential to verify whether this correlation makes sense logically or if it's skewing the model predictions.

\* Client Consultation: Consulting with the client helps ensure that any modeling decisions align with their business knowledge and expectations. It's about validating the model against real-world expectations and ensuring it remains a useful tool for decision-making.

By taking these steps, the consultant not only adheres to best practices in data science by validating model inputs and their implications but also ensures that the model aligns with the client's business strategies and operational realities.

### NEW QUESTION # 37

A CRM Analytics consultant is asked to make sure the new sales performance dashboard is accessible in the mobile app. They have created multiple mobile layouts for the same dashboard.

How is CRM Analytics expected to perform?

- A. If more than one layout is eligible, the one with the most widgets is used.
- B. If more than one layout is eligible, the one with the most global filters is used.
- **C. If more than one layout is eligible, the one with the most device properties set is used.**

**Answer: C**

### NEW QUESTION # 38

What are various ways to incorporate blank space in a CRM Analytics dashboard?

- A. Use the "Fine" row height option in layout properties, and use blank rows, Use the "With Spacing" row height property.
- **B. 1. Use the "Cell Spacing" layout property. 2. Increase the dashboard granularity via columns, and use blank columns.**
- C. 1. Increase the dashboard granularity via columns, and use blank columns. Use pages to break content into multiple tabs.

**Answer: B**

Explanation:

Incorporating blank space into a CRM Analytics dashboard can be achieved effectively through the following methods:

\* Cell Spacing Layout Property: This allows for consistent spacing between cells, helping to create a visually organized and less cluttered dashboard.

\* Increasing Dashboard Granularity via Columns: Using blank columns as a method to create deliberate space can help in visually separating different dashboard elements, enhancing readability and focus.

These methods ensure that the dashboard is not only functional but also aesthetically pleasing and easy to navigate.

#### **NEW QUESTION # 39**

The CRM Analytics consultant at Universal Containers notices that some users have access to sensitive data and dashboards they should not have access to in the Manager's app.

How should the consultant fix the problem?

- **A. Create separate apps, datasets, and dashboards, and share them with the proper users.**
- B. Develop separate dashboards and datasets and put them in the Manager's app.
- C. Apply data encryption using Salesforce Shield.

**Answer: A**

#### **NEW QUESTION # 40**

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