

Free PDF Salesforce Data-Cloud-Consultant - Salesforce Certified Data Cloud Consultant Perfect Reliable Test Topics



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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Segmentation and Insights: This topic defines basic concepts of segmentation and use cases, identifies scenarios for analyzing segment membership, configuring, refining, and maintaining segments within Data Cloud, and differentiating between calculated and streaming insights.
Topic 2	<ul style="list-style-type: none">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	<ul style="list-style-type: none">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.

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Salesforce Certified Data Cloud Consultant Sample Questions (Q166-Q171):

NEW QUESTION # 166

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

Answer: A

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 # 167

A global fashion retailer operates online sales platforms across AMFR, FMFA, and APAC. The data formats for customer, order, and product information vary by region, and compliance regulations require data to remain unchanged in the original data sources. They also require a unified view of customer profiles for real-time personalization and analytics.

Given these requirements, which transformation approach should the company implement to standardize and cleanse incoming data streams?

- A. Implement streaming data transformations.
- B. Transform data before ingesting into Data Cloud.
- C. **Implement batch data transformations.**
- D. Use Apex to transform and cleanse data.

Answer: C

Explanation:

Given the requirements to standardize and cleanse incoming data streams while keeping the original data unchanged in compliance with regional regulations, the best approach is to implement batch data transformations. Here's why:

Understanding the Requirements

The global fashion retailer operates across multiple regions (AMER, EMEA, APAC), each with varying data formats for customer, order, and product information.

Compliance regulations require the original data to remain unchanged in the source systems.

The company needs a unified view of customer profiles for real-time personalization and analytics.

Why Batch Data Transformations?

Batch Transformations for Standardization :

Batch data transformations allow you to process large volumes of data at scheduled intervals.

They can standardize and cleanse data (e.g., converting different date formats, normalizing product names) without altering the

original data in the source systems.

Compliance with Regulations :

Since the original data remains unchanged in the source systems, batch transformations comply with regional regulations.

The transformed data is stored in a separate layer (e.g., a new Data Lake Object or Unified Profile) for downstream use.

Unified Customer Profiles :

After transformation, the cleansed and standardized data can be used to create a unified view of customer profiles in Salesforce Data Cloud.

This enables real-time personalization and analytics across regions.

Steps to Implement This Solution

Step 1: Identify Transformation Needs

Analyze the differences in data formats across regions (e.g., date formats, currency, product IDs).

Define the rules for standardization and cleansing (e.g., convert all dates to ISO format, normalize product names).

Step 2: Create Batch Transformations

Use Data Cloud's Batch Transform feature to apply the defined rules to incoming data streams.

Schedule the transformations to run at regular intervals (e.g., daily or hourly).

Step 3: Store Transformed Data Separately

Store the transformed data in a new Data Lake Object (DLO) or Unified Profile.

Ensure the original data remains untouched in the source systems.

Step 4: Enable Unified Profiles

Use the transformed data to create a unified view of customer profiles in Salesforce Data Cloud.

Leverage this unified view for real-time personalization and analytics.

Why Not Other Options?

A . Implement streaming data transformations :

Streaming transformations are designed for real-time processing but may not be suitable for large-scale standardization and cleansing tasks. Additionally, they might not align with compliance requirements to keep the original data unchanged.

C . Transform data before ingesting into Data Cloud :

Transforming data before ingestion would require modifying the original data in the source systems, violating compliance regulations.

D . Use Apex to transform and cleanse data :

Using Apex is overly complex and resource-intensive for this use case. Batch transformations are a more efficient and scalable solution.

Conclusion

By implementing batch data transformations , the global fashion retailer can standardize and cleanse its data while complying with regional regulations and enabling a unified view of customer profiles for real-time personalization and analytics.

NEW QUESTION # 168

Cumulus Financial offers both business and personal loans. Records in the Contact DLO can be useful for both groups since individual customers may have both business and personal loans. However, for legal reasons, the two groups must be kept separate. How should Cumulus Financial solve this business requirement?

- A. Use two data spaces.
- B. Duplicate the Contact DLO.
- C. Duplicate the Individual DM0.
- D. Create two identity resolution rules in the same data space.

Answer: A

Explanation:

To address the business requirement where Cumulus Financial needs to keep business and personal loan records separate for legal reasons while still leveraging the same Contact DLO, the best solution is to use two data spaces . Here's why and how this works: Understanding Data Spaces in Salesforce Data Cloud :Data spaces are logical containers within Salesforce Data Cloud that allow organizations to segment their data based on specific business needs, compliance requirements, or privacy regulations. They enable isolation of data processing and identity resolution rules while still allowing access to shared data objects like the Contact DLO.

Why Two Data Spaces?

By creating two data spaces (e.g., one for business loans and another for personal loans), Cumulus Financial can maintain separation between the two groups for legal compliance.

Both data spaces can reference the same Contact DLO, ensuring that individual customer data is not duplicated but is accessible in both contexts.

Identity resolution rules can be configured independently within each data space to ensure that the segmentation aligns with the legal requirements.

Steps to Implement This Solution :

Step 1: Navigate to the Data Spaces section in Salesforce Data Cloud.

Step 2: Create two new data spaces: one for "Business Loans" and another for "Personal Loans." Step 3: Configure the identity resolution rules separately for each data space to ensure proper segmentation.

Step 4: Link the existing Contact DLO to both data spaces. This ensures that the same contact data is available in both contexts without duplication.

Step 5: Set up activation rules and permissions to ensure that data from one data space cannot inadvertently mix with the other. Why Not Other Options?

A). Duplicate the Individual DMO: This would lead to unnecessary duplication of data and increase storage costs. It also introduces complexity in maintaining consistency across duplicated records.

B). Duplicate the Contact DLO: Similar to duplicating the DMO, this approach increases storage and maintenance overhead without solving the core issue of legal separation.

C). Create two identity resolution rules in the same data space: While this might seem like a viable option, it does not provide the required legal separation since both groups would still exist within the same data space.

By using two data spaces, Cumulus Financial achieves the necessary legal separation while maintaining efficiency and avoiding data redundancy.

NEW QUESTION # 169

Luxury Retailers created a segment targeting high value customers that it activates through Marketing Cloud for email communication. The company notices that the activated count is smaller than the segment count.

What is a reason for this?

- A. Data Cloud enforces the presence of Contact Point for Marketing Cloud activations. If the individual does not have a related Contact Point, it will not be activated.
- B. Marketing Cloud activations only activate those individuals that already exist in Marketing Cloud. They do not allow activation of new records.
- C. Marketing Cloud activations apply a frequency cap and limit the number of records that can be sent in an activation.
- D. Marketing Cloud activations automatically suppress individuals who are unengaged and have not opened or clicked on an email in the last six months.

Answer: A

Explanation:

Explanation

Data Cloud requires a Contact Point for Marketing Cloud activations, which is a record that links an individual to an email address. This ensures that the individual has given consent to receive email communications and that the email address is valid. If the individual does not have a related Contact Point, they will not be activated in Marketing Cloud. This may result in a lower activated count than the segment count. References: Data Cloud Activation, Contact Point for Marketing Cloud

NEW QUESTION # 170

Which information is provided in a .csv file when activating to Amazon S3?

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

Answer: D

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. References: Data Activation Overview, Create and Activate Segments in Data Cloud, Data Activation Use Cases, View Activation History, Segmentation Overview, [Data Sources Overview]

NEW QUESTION # 171

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