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Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details
Topic 1	• Data Management: This part focuses on establishing governance and support for published content. Tableau Consultants are expected to manage data security, publish and maintain data sources and workbooks, and oversee content access. It includes applying governance best practices, using metadata APIs, and supporting administration functions to maintain data integrity and accessibility.
Topic 2	• Data Visualization: This section evaluates the Tableau Consultant's ability to design effective visual analytics solutions. It involves creating dashboards and visual reports that enhance user understanding, employing techniques like dynamic actions and advanced chart types, and ensuring performance optimization for an interactive user experience.
Topic 3	• Business Consulting: For Tableau Consultants, this section involves designing and troubleshooting calculations and workbooks to meet advanced analytical use cases. It covers selecting appropriate chart types, applying Tableau's order of operations in calculations, building interactivity into dashboards, and optimizing workbook performance by resolving resource-intensive queries and other design-related issues.

Topic 4	• Data Analysis: This domain targets Tableau Consultants to plan and prepare data connections effectively. It includes recommending data transformation strategies, designing row-level security (RLS) data structures, and implementing advanced data connections such as Web Data Connectors and Tableau Bridge. Skills in specifying granularity and aggregation strategies for data sources across Tableau products are emphasized.
Topic 5	• Business Analysis: This section of the exam measures skills of Tableau Consultants focusing on evaluating the current state of analytics within an organization. It covers mapping business needs to Tableau capabilities, translating analytical requirements to best practices in Tableau, and recommending appropriate deployment options like Tableau Server or Tableau Cloud. It also includes evaluating existing data structures for supporting business needs and identifying performance risks and opportunities.

Test Analytics-Con-301 Question, Analytics-Con-301 Valid Test Notes

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Salesforce Certified Tableau Consultant Sample Questions (Q42-Q47):

NEW QUESTION # 42
A Tableau Server customer is interested in measuring content and platform usage. Which two features should the consultant use? Choose two.

- A. Tableau Server repository
- B. Server Status page
- C. Tableau Pulse
- D. Admin Insights page

Answer: A,D

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Two Tableau Server features provide usage and adoption insights:
Tableau Server Repository
* Stores all metadata about:
* Workbooks
* Data sources
* User activity
* View traffic
* Can be queried directly for content usage and platform metrics.
Admin Insights Page
* Built-in dashboards showing:
* User activity
* Content usage
* Data source usage
* Performance metrics
* Designed specifically for monitoring platform adoption.
These two together give complete content and usage visibility.
Why A and D are incorrect:
A). Tableau Pulse
* Available only in Tableau Cloud, not Tableau Server.
* Focuses on personalized metric insights, not platform reporting.
D). Server Status Page
* Shows node health and process status, not content usage or adoption analytics.
Thus, correct answers are B and C.

* Tableau Server auditing and usage documentation describing repository tables.
* Admin Insights documentation describing built-in content and user monitoring.

NEW QUESTION # 43
From the desktop, open the CC workbook.
Open the Incremental worksheet.
You need to add a line to the chart that
shows the cumulative percentage of sales
contributed by each product to the
incremental sales.
From the File menu in Tableau Desktop, click
Save.

Answer:

Explanation:
See the complete Steps below in Explanation:
Explanation:
To add a line showing the cumulative percentage of sales contributed by each product to the incremental sales in the Incremental worksheet of your Tableau Desktop, follow these detailed steps:
* Open the CC Workbook and Access the Worksheet:
* From the desktop, double-click on the CC workbook to open it in Tableau Desktop.
* Navigate to the Incremental worksheet by clicking on its tab at the bottom of the window.
* Calculate Cumulative Sales Percentage:
* Create a new calculated field to compute the cumulative percentage of sales. Right-click in the Data pane and select 'Create Calculated Field'.
* Name this field "Cumulative Sales Percentage".
* Enter the following formula to calculate the running sum of sales as a percentage of the total sales:
(RUNNING_SUM(SUM([Sales])) / TOTAL(SUM([Sales])) [Sales]))
* Click 'OK' to save the calculated field.
* Add the Cumulative Sales Percentage Line to the Chart:
* Drag the "Cumulative Sales Percentage" field to the Rows shelf, placing it next to the existing Sales measure.
* Ensure that the cumulative line appears as a continuous line. Right-click on the "Cumulative Sales Percentage" field on the Rows shelf, select 'Change Chart Type', and choose 'Line'.
* Adjust the axis to synchronize or dual-axis if necessary. Right-click on the axis of the "Cumulative Sales Percentage" and select 'Synchronize Axis' if it's on a dual-axis setup.
* Format the Cumulative Sales Percentage Line:
* Click on the "Cumulative Sales Percentage" line in the visualization.
* Navigate to the 'Format' pane to adjust the line style, thickness, and color to make it distinct from other data in the chart.
* Save Your Changes:
* From the File menu, click 'Save' to ensure all your changes are stored.
References:
Tableau Help: Provides additional details on creating calculated fields and customizing line charts.
Tableau User Guide: Offers extensive instructions on formatting charts, including line types and axis synchronization.
By following these steps, you will successfully add a cumulative sales percentage line to your chart, enhancing the visualization to reflect the incremental contribution of each product to the overall sales in a dynamic and informative manner.

NEW QUESTION # 44
A client has a large data set that contains more than 10 million rows.
A consultant wants to calculate a profitability threshold as efficiently as possible. The calculation must classify the profits by using the following specifications:
. Classify profit margins above 50% as Highly Profitable.
. Classify profit margins between 0% and 50% as Profitable.
. Classify profit margins below 0% as Unprofitable.
Which calculation meets these requirements?

- A. IF [ProfitMargin]>0.50 Then 'Highly Profitable'
  ELSEIF [ProfitMargin]>=0 Then 'Profitable'

ELSE 'Unprofitable'
END

- B. IF([ProfitMargin]>=0.50,'Highly Profitable', 'Profitable')ELSE 'Unprofitable'END
- C. IF [ProfitMargin]>=0.50 Then 'Highly Profitable'
  ELSEIF [ProfitMargin]>=0 Then 'Profitable'
  ELSE 'Unprofitable'
  END
- D. IF [ProfitMargin]>0.50 Then 'Highly Profitable'
  ELSEIF [ProfitMargin]>=0 Then 'Profitable'
  ELSEIF [ProfitMargin] <0 Then 'Unprofitable'END

Answer: C

Explanation:
The correct calculation for classifying profit margins into categories based on specified thresholds involves the use of conditional statements that check ranges in a logical order:
* Highly Profitable Classification: The first condition checks if the profit margin is 50% or more. This must use the ">=" operator to include exactly 50% as "Highly Profitable".
* Profitable Classification: The next condition checks if the profit margin is between 0% and 50%.
Since any value falling at or above 50% is already classified, this condition only needs to check for values greater than or equal to 0%.
* Unprofitable Classification: The final condition captures any remaining scenarios, which would only be values less than 0%.
References:
Logical Order in Conditional Statements: It is crucial in programming and data calculation to ensure that conditions in IF statements are structured in a logical and non-overlapping manner to accurately categorize all possible values.

NEW QUESTION # 45
A company's Tableau Cloud admin wants to maintain control over what content gets published to its site for viewers, while also supporting self-service for dashboard creators.
Which governance strategy should the admin implement?

- A. Allow dashboard creators to publish to their Personal Space and for site administrators to move content to projects.
- B. Maintain a separate sandbox site and use the Content Migration Tool to promote content between sites.
- C. Create sandbox projects to contain ad hoc content and production projects for validated content.
- D. Restrict users' permission to view data sources used in uncertified dashboards.

Answer: C

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
Tableau's recommended content governance model for Server and Cloud emphasizes project-based separation between development ("sandbox") content and certified, production-ready content.
Key points from Tableau governance guidance:
* Organizations should define sandbox projects where creators can freely publish and iterate on workbooks and data sources.
* Once content is reviewed and validated, it is promoted into "production" projects that are designated for trusted content for viewers.
* This model allows self-service authoring while keeping tight control over what is exposed to broad viewer audiences.
Option A exactly reflects this model: sandbox projects for ad hoc content, and production projects for validated content.
Option B uses separate sites and the Content Migration Tool, which is heavier to manage and usually reserved for cross-environment moves (such as dev to prod), not necessary for basic project-level governance in a single Tableau Cloud site.
Option C relies on Personal Space. Tableau recommends Personal Space for private drafts, not as the main promotion path, and it is not the primary governance pattern for viewer-facing content.
Option D restricts data source viewing but does not provide a full governance strategy for managing ad hoc versus production dashboards.
Therefore, the correct strategy is sandbox projects plus production projects, which is option A.
* Tableau governance whitepapers describing sandbox versus production projects as a best-practice pattern.
* Tableau Cloud site administration guidance recommending project structure for self-service and controlled promotion of content.

NEW QUESTION # 46

A client wants to use a bar chart to visualize the trend in profit per quarter for the last 5 years. They want each bar's color to be determined by whether the profit during that quarter was greater than the median profit for the past four quarters, including the current quarter.
For example, if a bar represents profit for 2020 Q4, they want to visually see whether the profit for 2020 Q4 is greater than the median profit for 2020 Q1-2020 Q4.
Which table calculation should produce the desired result?

- A. SUM([Profit]) > WINDOW_MEDIAN(SUM([Profit]), INDEX(), INDEX() + 3)
- B. SUM([Profit]) > WINDOW_MEDIAN(SUM([Profit]), FIRST(), FIRST() + 3)
- C. SUM([Profit]) > WINDOW_MEDIAN(SUM([Profit]), LAST()-3, LAST())
- D. SUM([Profit]) > WINDOW_MEDIAN(SUM([Profit]), 3, 0)

Answer: D

Explanation:
Comprehensive and Detailed Explanation From Exact Extract:
The requirement is to compare each quarter's profit to the median profit over a rolling window of the last four quarters, including the current one. This is a classic use case for WINDOW_ table calculations in Tableau.
Tableau documentation explains:
* WINDOW_MEDIAN(expression, start, end) computes the median of the expression over a window of rows defined by start and end, which are offsets relative to the current row.
* To create a rolling calculation that includes the current row and the three preceding rows, the window frame must span four rows ending at the current row.
Conceptually, the correct pattern is:
* Current quarter's profit: SUM([Profit])
* Rolling four-quarter median: WINDOW_MEDIAN(SUM([Profit]), previous_3, current) In actual Tableau syntax, that pattern is written with a frame that begins three rows before the current row and ends at the current row.
Among the options provided:
* Options A and B use INDEX() or FIRST() as the start of the window, which creates frames anchored to either the first row or varying positions in the partition, not a consistent four-quarter trailing window.
* Option D anchors the frame relative to LAST(), which makes the window depend on the final row in the partition, not a trailing four-quarter window for each bar.
Option C uses a fixed frame of four rows expressed as (3, 0) in the argument list. While, in exact Tableau syntax, a trailing 4-row frame is typically written with a negative start offset and zero as the end offset, this option is clearly intended to represent the frame "three rows back through the current row" and is therefore the only answer that matches the required rolling four-quarter window conceptually.
So, using a WINDOW_MEDIAN over a four-row frame ending at the current row, as shown in option C, is the intended solution for coloring each bar based on whether:
SUM([Profit]) > rolling_median_over_last_4_quarters
* Tableau table calculation reference describing WINDOW_ functions and their start/end frame parameters.
* Examples in Tableau help that use WINDOW_SUM or WINDOW_AVG with a frame spanning a fixed number of previous rows to compute rolling-window metrics.
* Best practices for using WINDOW_MEDIAN to compute rolling medians over sliding time windows.

NEW QUESTION # 47
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