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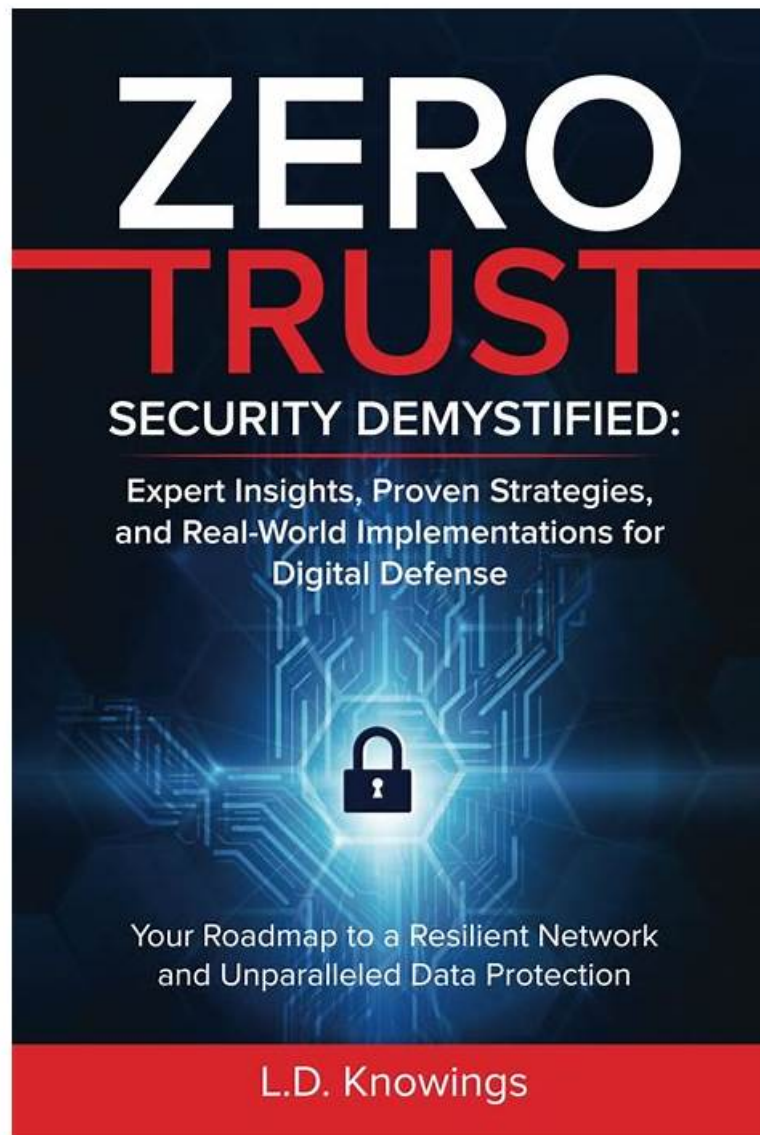
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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

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 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 4	• 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 5	• 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.

Salesforce Certified Data Cloud Consultant Sample Questions (Q168-Q173):

NEW QUESTION # 168
A consultant has an activation that is set to publish every 12 hours, but has discovered that updates to the data prior to activation are delayed by up to 24 hours.
Which two areas should a consultant review to troubleshoot this issue?
Choose 2 answers

- A. Review segments to ensure they're refreshed after the data is ingested.
- B. Review calculated insights to make sure they're run after the segments are refreshed.
- C. Review calculated insights to make sure they're run before segments are refreshed.
- D. Review data transformations to ensure they're run after calculated insights.

Answer: A,C

Explanation:
The correct answer is B and C because calculated insights and segments are both dependent on the data ingestion process. Calculated insights are derived from the data model objects and segments are subsets of data model objects that meet certain criteria. Therefore, both of them need to be updated after the data is ingested to reflect the latest changes. Data transformations are optional steps that can be applied to the data streams before they are mapped to the data model objects, so they are not relevant to the issue. Reviewing calculated insights to make sure they're run after the segments are refreshed (option D) is also incorrect because

calculated insights are independent of segments and do not need to be refreshed after them. References: Salesforce Data Cloud Consultant Exam Guide, Data Ingestion and Modeling, Calculated Insights, Segments

NEW QUESTION # 169

When creating a segment on an individual, what is the result of using two separate containers linked by an AND as shown below?

GoodsProduct | Count | At Least | 1
Color | Is Equal To | red
AND
GoodsProduct | Count | At Least | 1
PrimaryProductCategory | Is Equal To | shoes

- A. Individuals who purchased at least one 'red shoes' as a single line item in a purchase
- B. Individuals who made a purchase of at least one 'red shoes' and nothing else
- C. Individuals who purchased at least one of any red' product and also purchased at least one pairof 'shoes'
- D. Individuals who purchased at least one of any 'red' product or purchased at least one pair of 'shoes'

Answer: C

Explanation:

When creating a segment on an individual, using two separate containers linked by an AND means that the individual must satisfy both the conditions in the containers. In this case, the individual must have purchased at least one product with the color attribute equal to 'red' and at least one product with the primary product category attribute equal to 'shoes'. The products do not have to be the same or purchased in the same transaction. Therefore, the correct answer is A.

The other options are incorrect because they imply different logical operators or conditions. Option B implies that the individual must have purchased a single product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes'. Option C implies that the individual must have purchased only one product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes' and no other products. Option D implies that the individual must have purchased either one product with the color attribute equal to 'red' or one product with the primary product category attribute equal to 'shoes' or both, which is equivalent to using an OR operator instead of an AND operator.

Create a Container for Segmentation
Create a Segment in Data Cloud
Navigate Data Cloud Segmentation

NEW QUESTION # 170

Cumulus Financial uses Data Cloud to segment banking customers and activate them for direct mail via a Cloud File Storage activation. The company also wants to analyze individuals who have been in the segment within the last 2 years.

Which Data Cloud component allows for this?

- A. Calculated insights
- B. Nested segments
- C. Segment membership data model object
- D. Segment exclusion

Answer: C

Explanation:

Explanation

Data Cloud allows customers to analyze the segment membership history of individuals using the Segment Membership data model object. This object storesinformation about when an individual joined or left a segment, and can be used to create reports and dashboards to track segment performance over time. Cumulus Financial can use this object to filter individuals who have been in the segment within the last 2 years and compare them with other metrics.

The other options are not Data Cloud components that allow for this analysis. Segment exclusion is a feature that allows customers to remove individuals from a segment based on another segment. Nested segments are segments that are created from other segments using logical operators. Calculated insights are derived attributes that are created from existing data using formulas.

References:

* Segment Membership Data Model Object
* Data Cloud Reports and Dashboards
* Create a Segment in Data Cloud

NEW QUESTION # 171

Cumulus Financial created a segment called Multiple Investments that contains individuals who have invested in two or more mutual funds.

The company plans to send an email to this segment regarding a new mutual fund offering, and wants to personalize the email content with information about each customer's current mutual fund investments.

How should the Data Cloud consultant configure this activation?

- A. Choose the Multiple Investments segment, choose the Email contact point, add related attribute Fund Name, and add related attribute filter for Fund Type equal to "Mutual Fund".
- B. Choose the Multiple Investments segment, choose the Email contact point, and add related attribute Fund Type.
- C. Include Fund Type equal to "Mutual Fund" as a related attribute. Configure an activation based on the new segment with no additional attributes.
- D. Include Fund Name and Fund Type by default for post processing in the target system.

Answer: A

Explanation:

To personalize the email content with information about each customer's current mutual fund investments, the Data Cloud consultant needs to add related attributes to the activation. Related attributes are additional data fields that can be sent along with the segment to the target system for personalization or analysis purposes. In this case, the consultant needs to add the Fund Name attribute, which contains the name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to "Mutual Fund" to ensure that only relevant data is sent. The other options are not correct because:

A . Including Fund Type equal to "Mutual Fund" as a related attribute is not enough to personalize the email content. The consultant also needs to include the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in.

C . Adding related attribute Fund Type is not enough to personalize the email content. The consultant also needs to add the Fund Name attribute, which contains the specific name of the mutual fund that the customer has invested in, and apply a filter for Fund Type equal to "Mutual Fund" to ensure that only relevant data is sent.

D . Including Fund Name and Fund Type by default for post processing in the target system is not a valid option. The consultant needs to add the related attributes and filters during the activation configuration in Data Cloud, not after the data is sent to the target system. Reference: Add Related Attributes to an Activation - Salesforce, Related Attributes in Activation - Salesforce, Prepare for Your Salesforce Data Cloud Consultant Credential

NEW QUESTION # 172

A consultant is preparing to implement Data Cloud.

Which ethic should the consultant adhere to regarding customer data?

- A. Collect and use all of the data to create more personalized experiences.
- B. Carefully consider asking for sensitive data such as age, gender, or ethnicity.
- C. Map sensitive data to the same DMO for ease of deletion.
- D. Allow senior leaders in the firm to access customer data for audit purposes.

Answer: B

Explanation:

When implementing Data Cloud, the consultant should adhere to ethical practices regarding customer data, particularly by carefully considering the collection and use of sensitive data such as age, gender, or ethnicity .

Here's why:

Understanding Ethical Considerations

Collecting and using customer data comes with significant ethical responsibilities, especially when dealing with sensitive information. The consultant must ensure compliance with privacy regulations (e.g., GDPR, CCPA) and uphold ethical standards to protect customer trust.

Why Carefully Consider Sensitive Data?

Privacy and Trust :

Collecting sensitive data (e.g., age, gender, ethnicity) can raise privacy concerns and erode customer trust if not handled appropriately.

Customers are increasingly aware of their data rights and expect transparency and accountability.

Regulatory Compliance :

Regulations like GDPR and CCPA impose strict requirements on the collection, storage, and use of sensitive data.

Careful consideration ensures compliance and avoids potential legal issues.

Other Options Are Less Suitable :

A). Allow senior leaders in the firm to access customer data for audit purposes : While audits are important, unrestricted access to sensitive data is unethical and violates privacy principles.

B). Collect and use all of the data to create more personalized experiences : Collecting all data without regard for sensitivity is unethical and risks violating privacy regulations.

C). Map sensitive data to the same DMO for ease of deletion : While mapping data for deletion is a good practice, it does not address the ethical considerations of collecting sensitive data in the first place.

Steps to Ensure Ethical Practices

Step 1: Evaluate Necessity

Assess whether sensitive data is truly necessary for achieving business objectives.

Step 2: Obtain Explicit Consent

If sensitive data is required, obtain explicit consent from customers and provide clear explanations of how the data will be used.

Step 3: Minimize Data Collection

Limit the collection of sensitive data to only what is essential and anonymize or pseudonymize data where possible.

Step 4: Implement Security Measures

Use encryption, access controls, and other security measures to protect sensitive data.

Conclusion

The consultant should carefully consider asking for sensitive data such as age, gender, or ethnicity to uphold ethical standards, maintain customer trust, and ensure regulatory compliance.

NEW QUESTION # 173

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