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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">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 2	<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 3	<ul style="list-style-type: none">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.

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Test Prep

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Salesforce Certified Data Cloud Consultant Sample Questions (Q154-Q159):

NEW QUESTION # 154

Northern Trail Outfitters (NTO) wants to connect their B2C Commerce data with Data Cloud and bring two years of transactional history into Data Cloud.

What should NTO use to achieve this?

- A. B2C Commerce Starter Bundles
- B. **B2C Commerce Starter Bundles plus a custom extract**
- C. Direct Sales Order entity ingestion
- D. Direct Sales Product entity ingestion

Answer: B

Explanation:

Explanation

The B2C Commerce Starter Bundles are predefined data streams that ingest order and product data from B2C Commerce into Data Cloud. However, the starter bundles only bring in the last 90 days of data by default. To bring in two years of transactional history, NTO needs to use a custom extract from B2C Commerce that includes the historical data and configure the data stream to use the custom extract as the source. The other options are not sufficient to achieve this because:

- * A. B2C Commerce Starter Bundles only ingest the last 90 days of data by default.
- * B. Direct Sales Order entity ingestion is not a supported method for connecting B2C Commerce data with Data Cloud. Data Cloud does not provide a direct-access connection for B2C Commerce data, only data ingestion.
- * C. Direct Sales Product entity ingestion is not a supported method for connecting B2C Commerce data with Data Cloud. Data Cloud does not provide a direct-access connection for B2C Commerce data, only data ingestion. References: Create a B2C Commerce Data Bundle - Salesforce, B2C Commerce Connector - Salesforce, Salesforce B2C Commerce Pricing Plans & Costs

NEW QUESTION # 155

Northern Trail Outfitters uploads new customer data to an Amazon S3 Bucket on a daily basis to be ingested in Data Cloud. Based on this, a calculated insight is created that shows the total spend per customer in the last 30 days.

In which sequence should each process be run to ensure that freshly imported data is ready and available to use for any segment?

- A. Calculated Insight > Refresh Data Stream > Identity Resolution
- B. Refresh Data Stream > Calculated Insight > Identity Resolution
- C. **Refresh Data Stream > Identity Resolution > Calculated Insight**
- D. Identity Resolution > Refresh Data Stream > Calculated Insight

Answer: C

Explanation:

To ensure that freshly imported data is ready and available for use in any segment, the processes should be run in the following sequence: Refresh Data Stream > Identity Resolution > Calculated Insight. Here's why:

Understanding the Requirement

Northern Trail Outfitters uploads new customer data daily to an Amazon S3 bucket, which is ingested into Data Cloud.

A calculated insight is created to show the total spend per customer in the last 30 days.

The goal is to ensure that the data is properly refreshed, resolved, and processed before being used in segments.

Why This Sequence?

Step 1: Refresh Data Stream

Before any processing can occur, the data stream must be refreshed to ingest the latest data from the Amazon S3 bucket.

This ensures that the most up-to-date customer data is available in Data Cloud.

Step 2: Identity Resolution

After refreshing the data stream, identity resolution must be performed to merge related records into unified profiles.

This step ensures that customer data is consolidated and ready for analysis.

Step 3: Calculated Insight

Once identity resolution is complete, the calculated insight can be generated to calculate the total spend per customer in the last 30 days.

This ensures that the insight is based on the latest and most accurate data.

Other Options Are Incorrect :

B). Refresh Data Stream > Calculated Insight > Identity Resolution : Calculated insights cannot be generated before identity resolution because they rely on unified profiles.

C). Calculated Insight > Refresh Data Stream > Identity Resolution : Calculated insights require both fresh data and resolved identities, so this sequence is invalid.

D). Identity Resolution > Refresh Data Stream > Calculated Insight : Identity resolution cannot occur without first refreshing the data stream to bring in the latest data.

Conclusion

The correct sequence is Refresh Data Stream > Identity Resolution > Calculated Insight , ensuring that the data is properly refreshed, resolved, and processed before being used in segments.

NEW QUESTION # 156

A consultant needs to package Data Cloud components from one organization to another.

Which two Data Cloud components should the consultant include in a data kit to achieve this goal?

Choose 2 answers

- A. Calculated insights
- B. Data model objects
- C. Identity resolution rulesets
- D. Segments

Answer: B,C

Explanation:

To package Data Cloud components from one organization to another, the consultant should include the following components in a data kit:

* Data model objects: These are the custom objects that define the data model for Data Cloud, such as Individual, Segment, Activity, etc. They store the data ingested from various sources and enable the creation of unified profiles and segments1.

* Identity resolution rulesets: These are the rules that determine how data from different sources are matched and merged to create unified profiles. They specify the criteria, logic, and priority for identity resolution2. References:

* 1: Data Model Objects in Data Cloud

* 2: Identity Resolution Rulesets in Data Cloud

NEW QUESTION # 157

Cumulus Financial wants its service agents to view a display of all cases associated with a Unified Individual on a contact record.

Which two features should a consultant consider for this use case?

Choose 2 answers

- A. Profile API
- B. Lightning Web Components
- C. Query APL
- D. Data Action

Answer: A,B

Explanation:

A Unified Individual is a profile that combines data from multiple sources using identity resolution rules in Data Cloud. A Unified Individual can have multiple contact points, such as email, phone, or address, that link to different systems and records. A consultant can use the following features to display all cases associated with a Unified Individual on a contact record:

Profile API: This is a REST API that allows you to retrieve and update Unified Individual profiles and related attributes in Data

Cloud. You can use the Profile API to query the cases that are related to a Unified Individual by using the contact point ID or the unified ID as a filter. You can also use the Profile API to update the Unified Individual profile with new or modified case information from other systems.

Lightning Web Components: These are custom HTML elements that you can use to create reusable UI components for your Salesforce apps. You can use Lightning Web Components to create a custom component that displays the cases related to a Unified Individual on a contact record. You can use the Profile API to fetch the data from Data Cloud and display it in a table, list, or chart format. You can also use Lightning Web Components to enable actions, such as creating, editing, or deleting cases, from the contact record.

The other two options are not relevant for this use case. A Data Action is a type of action that executes a flow, a data action target, or a data action script when an insight is triggered. A Data Action is used for activation and personalization, not for displaying data on a contact record. A Query APL is a query language that allows you to access and manipulate data in Data Cloud. A Query APL is used for data exploration and analysis, not for displaying data on a contact record. Reference: Profile API Developer Guide, Lightning Web Components Developer Guide, Create Unified Individual Profiles Unit

NEW QUESTION # 158

A new user of Data Cloud only needs to be able to review individual rows of ingested data and validate that it has been modeled successfully to its linked data model object. The user will also need to make changes if required.

What is the minimum permission set needed to accommodate this use case?

- A. Data Cloud User
- B. Data Cloud for Marketing Specialist
- C. Data Cloud for Marketing Data Aware Specialist
- D. Data Cloud Admin

Answer: A

Explanation:

The Data Cloud User permission set is the minimum permission set needed to accommodate this use case. The Data Cloud User permission set grants access to the Data Explorer feature, which allows the user to review individual rows of ingested data and validate that it has been modeled successfully to its linked data model object. The user can also make changes to the data model object fields, such as adding or removing fields, changing field types, or creating formula fields. The Data Cloud User permission set does not grant access to other Data Cloud features or tasks, such as creating data streams, creating segments, creating activations, or managing users. The other permission sets are either too restrictive or too permissive for this use case. The Data Cloud for Marketing Specialist permission set only grants access to the segmentation and activation features, but not to the Data Explorer feature. The Data Cloud Admin permission set grants access to all Data Cloud features and tasks, including the Data Explorer feature, but it is more than what the user needs. The Data Cloud for Marketing Data Aware Specialist permission set grants access to the Data Explorer feature, but also to the segmentation and activation features, which are not required for this use case.

Reference: Data Cloud Standard Permission Sets, Data Explorer, Set Up Data Cloud Unit

NEW QUESTION # 159

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