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Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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.
Topic 2	• IT Management: This domain measures skills related to managing Tableau environments. It includes planning server upgrades, recommending deployment solutions (on-premise or cloud), and ensuring alignment between technical and business requirements for analytics infrastructure. It also involves troubleshooting and optimizing system performance relevant to Tableau Server and Cloud deployments.
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	• 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.

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Salesforce Certified Tableau Consultant Sample Questions (Q34-Q39):

NEW QUESTION # 34

A client currently has a workbook with the table shown below.

Rows

Category

Sub-Category

SUM(Sales)

SUM(Total Sales Valu..

Sheet 1

Category	Sub-Category	Sales	Total Sales Value	
Furniture	Bookcases	\$115,361	\$2,326,534	Abc
	Chairs	\$335,768	\$2,326,534	Abc
	Furnishings	\$95,598	\$2,326,534	Abc
	Tables	\$208,020	\$2,326,534	Abc
Office Supplies	Appliances	\$108,213	\$2,326,534	Abc
	Art	\$27,659	\$2,326,534	Abc
	Binders	\$207,355	\$2,326,534	Abc
	Envelopes	\$16,528	\$2,326,534	Abc
	Fasteners	\$8,532	\$2,326,534	Abc
	Labels	\$12,695	\$2,326,534	Abc
	Paper	\$79,541	\$2,326,534	Abc
	Storage	\$224,645	\$2,326,534	Abc
	Supplies	\$46,725	\$2,326,534	Abc
	Technology	Accessories	\$167,380	\$2,326,534
	Copiers	\$150,745	\$2,326,534	Abc
	Machines	\$189,925	\$2,326,534	Abc
	Phones	\$331,843	\$2,326,534	Abc

Which method will produce the output for the Total Sales Value field for all the categories shown in the table?

- A. MAX() Function
- B. A Window Function
- C. Level of Detail (LOD) Calculation
- D. Quick Table Calculation

Answer: C

Explanation:

To calculate the Total Sales Value for all categories as displayed in the table, an LOD expression is ideal. An LOD calculation in Tableau allows you to compute values at the data level that is different from the view level. In this case, since the Total Sales Value appears consistent across different sub-categories within each category, an LOD expression can be used to fix the Total Sales Value irrespective of the sub-category detail. Here's how to set it up:

Go to the Calculations area by right-clicking in the data pane and selecting "Create Calculated Field".

Enter a name for the calculation, such as "Total Sales Value".

Enter the LOD expression: `{ FIXED [Category] : SUM([Sales]) }`. This calculation fixes the total sales to the category level, effectively summing sales for all sub-categories within each category, irrespective of how the data is broken down in the view.

Drag this new calculated field into your visualization alongside the existing measures.

This method ensures that the Total Sales Value reflects the total for each category across all its sub-categories, matching the uniform values shown across different rows for each category in your table.

References

The explanation utilizes the concept of Level of Detail calculations in Tableau, which allows for advanced aggregations independent of the view level details. This concept is covered extensively in Tableau's official documentation and relevant training materials such as Tableau's online help resources.

NEW QUESTION # 35

For a new report, a consultant needs to build a data model with three different tables, including two that contain hierarchies of locations and products. The third table contains detailed warehousing data from all locations across six countries. The consultant uses Tableau Cloud and the size of the third table excludes using an extract.

What is the most performant approach to model the data for a live connection?

- A. Joining the tables in Tableau Prep
- B. Joining the tables in Tableau Desktop
- C. Blending the first two tables with the third
- **D. Relating the tables in Tableau Desktop**

Answer: D

Explanation:

For a performant live connection in Tableau Cloud, especially when dealing with large datasets that preclude the use of extracts, relating the tables in Tableau Desktop is the recommended approach. This method allows for flexibility in how the data is queried and can improve performance by leveraging Tableau's relationships feature, which optimizes queries for the underlying database. References: The best practices for live connections in Tableau Cloud suggest using relationships to manage complex data models efficiently¹. Additionally, Tableau's documentation on connecting data sources recommends using relationships for better performance with live connections².

NEW QUESTION # 36

A client wants to flag orders that have sales higher than the regional average.

Which calculated field will produce the required result?

- A. `{ FIXED [Order ID] : SUM([Sales]) }`
>
`{ INCLUDE [Region] : AVG( { FIXED [Order ID] : SUM([Sales]) } ) }`
- **B. `{ FIXED [Order ID] : SUM([Sales]) }`
>
`{ FIXED [Region] : AVG( { FIXED [Order ID] : SUM([Sales]) } ) }`**
- C. `{ FIXED [Order ID] : SUM([Sales]) }`
>
`{ FIXED [Region] : SUM([Sales]) }`
- D. `[Sales]`
>
`{ FIXED [Order ID] : SUM([Sales]) }`

Answer: B

Explanation:

To flag orders with sales higher than the regional average, the correct calculated field would compare the sum of sales for each order against the average sales of all orders within the same region:

Correct Formula: `{ FIXED [Order ID] : SUM([Sales]) } > { FIXED [Region] : AVG( { FIXED [Order ID] : SUM([Sales]) } ) }`

This calculation uses a Level of Detail (LOD) expression:

The left part of the formula `{ FIXED [Order ID] : SUM([Sales]) }` calculates the total sales for each individual order.

The right part `{ FIXED [Region] : AVG( { FIXED [Order ID] : SUM([Sales]) } ) }` calculates the average sales per order within each region.

The > operator is used to compare these two values to determine if the sales for each order exceed the regional average.

References

This formula utilizes Tableau's LOD expressions to perform complex comparisons across different dimensions of the data, as explained in Tableau's official training materials on LOD calculations.

NEW QUESTION # 37

A client wants to see the average number of orders per customer per month, broken down by region. The client has created the following calculated field:

Orders per Customer: `{ FIXED [Customer ID]: COUNTD([Order ID]) }`

The client then creates a line chart that plots `AVG(Orders per Customer)` over `MONTH(Order Date)` by Region. The numbers shown by this chart are far higher than the customer expects.

The client asks a consultant to rewrite the calculation so the result meets their expectation. Which calculation should the consultant use?

- A. {FIXED [Customer ID], [Region]: COUNTD([Order ID])}
- B. {INCLUDE [Customer ID]: COUNTD([Order ID])}
- C. {EXCLUDE [Customer ID]: COUNTD([Order ID])}
- D. {FIXED [Customer ID], [Region], [Order Date]: COUNTD([Order ID])}

Answer: A

Explanation:

The calculation {FIXED [Customer ID], [Region]: COUNTD([Order ID])} is the correct one to use for this scenario. This Level of Detail (LOD) expression will calculate the distinct count of orders for each customer within each region, which is then averaged per month. This approach ensures that the average number of orders per customer is accurately calculated for each region and then broken down by month, aligning with the client's expectations.

References: The LOD expressions in Tableau allow for precise control over the level of detail at which calculations are performed, which is essential for accurate data analysis. The use of {FIXED} expressions to specify the granularity of the calculation is a common practice and is well-documented in Tableau's official resources¹².

The initial calculation provided by the client likely overestimates the average number of orders per customer per month by region due to improper granularity control. The revised calculation must take into account both the customer and the region to correctly aggregate the data:

FIXED Level of Detail Expression: This calculation uses a FIXED expression to count distinct order IDs for each customer within each region. This ensures that the count of orders is correctly grouped by both customer ID and region, addressing potential duplication or misaggregation issues.

Accurate Aggregation: By specifying both [Customer ID] and [Region] in the FIXED expression, the calculation prevents the overcounting of orders that may appear if only customer ID was considered, especially when a customer could be ordering from multiple regions.

References:

Level of Detail Expressions in Tableau: These expressions allow you to specify the level of granularity you need for your calculations, independent of the visualization's level of detail, thus offering precise control over data aggregation.

NEW QUESTION # 38

A client wants guidance for Creators to build efficient extracts from large data sources. What are three Tableau best practices that the Creators should use? Choose three.

- A. Include all the data from the original data source in the extract.
- B. Keep only the data required for analysis by using extract filters.
- C. Hide all unused fields.
- D. Use aggregate data for visible dimensions, whenever possible.
- E. Use only live connections as they are always faster than extracts.

Answer: B,C,D

Explanation:

To build efficient extracts from large data sources, it is crucial to minimize the load and optimize the performance of the extracts:

A . Keep only the data required for analysis by using extract filters: This best practice involves using filters to reduce the volume of data extracted, thus focusing only on the data necessary for analysis.

B . Use aggregate data for visible dimensions, whenever possible: Aggregating data at the time of extraction reduces the granularity of the data, which can significantly improve performance and reduce the size of the extract.

E . Hide all unused fields: Removing fields that are not needed for analysis from the extract reduces the complexity and size of the data model, which in turn enhances performance and speeds up load times.

These practices are endorsed in Tableau's official documentation and training sessions as effective ways to enhance the performance of Tableau extracts and optimize dashboard responsiveness.

NEW QUESTION # 39

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