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Salesforce Certified-Business-Analyst (Salesforce Certified Business Analyst) Certification Exam is designed to test the skills required to work as a business analyst within the Salesforce ecosystem. Salesforce Certified Business Analyst Exam certification exam covers various aspects of Salesforce, including data modeling, user interface design, and report creation. Salesforce Certified Business Analyst Exam certification also assesses one's ability to analyze business requirements, create technical designs, and manage Salesforce implementations.

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Business analysis on the Salesforce platform is a focus area that has gained significant importance in recent times. By using Salesforce, businesses can consolidate their customer data, manage customer relationships, streamline their communication channels, and leverage other potential benefits. The SCBA credential provides professionals with the means to learn Salesforce's unique features and tools, and demonstrate their knowledge and ability to make informed decisions and recommendations.

Salesforce Certified Business Analyst Exam Sample Questions (Q311-Q316):

NEW QUESTION # 311

A business analyst has been asked to evaluate all of the reporting tools that Universal Containers (UC) currently uses, including CRM Analytics, to identify gaps and overlaps in functionality. Which tool would help UC understand the existing functionality.

- A. Capability model
- **B. Process map**
- C. Value stream map

Answer: B

Explanation:

The tool that would help UC understand the existing functionality of all of its reporting tools is a capability model. A capability model is a visual representation of the core capabilities or functions that an organization performs or delivers to achieve its strategic objectives. A capability model helps to identify and organize high-level process areas that span across different departments or teams, as well as highlight any gaps or overlaps in functionality. A capability model can also help to prioritize and scope Salesforce projects based on business value and impact.

In this case, UC can use a capability model to map out all of its reporting tools by their capabilities or functions, such as data sources, data integration, data analysis, data visualization, data sharing, etc. This would help UC understand what each reporting tool can do or provide, how they relate or differ from each other, and where there may be redundancies or inefficiencies in their reporting processes. References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping>

NEW QUESTION # 312

Cloud Kicks is creating a new lead conversion process in Sales Cloud. During a recent sprint, the business analyst created user stories related to the Opportunity object. Test scripts were created for the lead conversion process. All of the test scripts passed and the new functionality was deployed. After deployment, end users reported error messages when manually creating new Opportunities.

Which area of user acceptance testing (UAT) was overlooked?"

- **A. End users who are experts in that functionality should participate in UAT.**
- B. Functionality on interconnected objects should be part of UAT.
- C. Several teams should be part of UAT to represent multiple viewpoints.

Answer: A

NEW QUESTION # 313

What is the storage of the Developer Pro Sandbox?

- A. 200MB
- **B. 1GB**
- C. 2GB
- D. 300MB

Answer: B

Explanation:

Explanation

The storage of the Developer Pro Sandbox is 1GB. 300MB, 200MB, and 2GB are not valid storage sizes for the Developer Pro Sandbox.

References:https://help.salesforce.com/s/articleView?id=sf.data_sandbox_environments.htm&type=5

NEW QUESTION # 314

A business analyst (BA) is preparing to demonstrate the functionality built by the development team over the last sprint to the client. Which technique should the BA use to create a compelling demo?

- A. Functional - requirements, code/configuration, run as user
- B. STAR method - situation, task, action, result
- C. Storytelling - hero, challenge, helper, victory

Answer: C

Explanation:

In creating a compelling demo, the storytelling technique is highly effective. This approach involves framing the demo narrative around a hero (typically the end-user), presenting a challenge they face, introducing the solution (the Salesforce functionality) as the helper, and showcasing the victory, which is the successful resolution of the challenge through the implemented functionality. This technique engages the audience by making the demonstration relatable and showing the practical value of the solution in a real-world context. It emphasizes the impact of the features on the users' daily tasks and how it addresses their specific needs.

NEW QUESTION # 315

The VP of customer success at Northern Trail Outfitters wants to implement a new client onboarding process leveraging custom objects and a custom Console Lightning App.

Which approach should a business analyst take to begin this process?

- A. Schedule a meeting with stakeholders and create a journey map.
- B. Partner with Salesforce account executives to complete discovery.
- C. Develop the project plan and finalize the release date.

Answer: A

Explanation:

Explanation

The approach that the business analyst should take to begin this process is to schedule a meeting with stakeholders and create a journey map. A journey map is a tool that creates a visual representation of the steps or stages that a user goes through when interacting with a system or solution. A journey map helps to understand and document the user's experience, needs, goals, pain points, emotions, and touchpoints across their entire lifecycle. A journey map also helps to identify any gaps or opportunities for improvement or innovation in the user journey. The business analyst should schedule a meeting with stakeholders and create a journey map by asking questions, collecting feedback, drawing diagrams, and validating information.

Scheduling a meeting with stakeholders and creating a journey map helps to begin this process by engaging and involving them in defining and designing the new client onboarding process.

References: <https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/>

NEW QUESTION # 316

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