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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• 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.
Topic 2	<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 3	<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 4	<ul style="list-style-type: none">• Data Cloud Overview: This topic covers Data Cloud's function, key terminology, business value, typical use cases, the Data Cloud lifecycle, dependencies, and principles of data ethics. These sub-topics provide an overview of Data Cloud's capabilities and applications.
Topic 5	<ul style="list-style-type: none">• 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.

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Salesforce Certified Data Cloud Consultant Sample Questions (Q61-Q66):

NEW QUESTION # 61

A customer is concerned that the consolidation rate displayed in the identity resolution is quite low compared to their initial estimations.

Which configuration change should a consultant consider in order to increase the consolidation rate?

- **A. Increase the number of matching rules.**
- B. Change reconciliation rules to Most Occurring.
- C. Include additional attributes in the existing matching rules.
- D. Reduce the number of matching rules.

Answer: A

Explanation:

The consolidation rate is the amount by which source profiles are combined to produce unified profiles, calculated as $1 - (\text{number of unified individuals} / \text{number of source individuals})$. For example, if you ingest 100 source records and create 80 unified profiles, your consolidation rate is 20%. To increase the consolidation rate, you need to increase the number of matches between source profiles, which can be done by adding more match rules. Match rules define the criteria for matching source profiles based on their attributes. By increasing the number of match rules, you can increase the chances of finding matches between source profiles and thus increase the consolidation rate. On the other hand, changing reconciliation rules, including additional attributes, or reducing the number of match rules can decrease the consolidation rate, as they can either reduce the number of matches or increase the number of unified profiles. Reference: Identity Resolution Calculated Insight: Consolidation Rates for Unified Profiles, Identity Resolution Ruleset Processing Results, Configure Identity Resolution Rulesets

NEW QUESTION # 62

A consultant is helping a beauty company ingest its profile data into Data Cloud. The company's source data includes several fields, such as eye color, skin type, and hair color, that are not fields in the standard Individual data model object (DMO).

What should the consultant recommend to map this data to be used for both segmentation and identity resolution?

- **A. Create custom fields on the standard Individual DMO.**
- B. Duplicate the standard Individual DMO and add the additional fields.
- C. Create a custom DMO with only the additional fields and map it to the standard Individual DMO.
- D. Create a custom DMO from scratch that has all fields that are needed.

Answer: A

Explanation:

Explanation

The best option to map the data to be used for both segmentation and identity resolution is to create custom fields on the standard Individual DMO. This way, the consultant can leverage the existing fields and functionality of the Individual DMO, such as identity resolution rulesets, calculated insights, and data actions, while adding the additional fields that are specific to the beauty company's data. Creating a custom DMO from scratch or duplicating the standard Individual DMO would require more effort and maintenance, and might not be compatible with the existing features of Data Cloud. Creating a custom DMO with only the additional fields and mapping it to the standard Individual DMO would create unnecessary complexity and redundancy, and might not allow the use of the custom fields for identity resolution. References:

* 1: Data Model Objects in Data Cloud

NEW QUESTION # 63

What is a reason to create a formula when ingesting a data stream?

- A. To add a unique external identifier to an existing ruleset
- B. To remove duplicate rows of data from the data stream
- C. To concatenate files so they are ingested in the correct sequence
- D. To transform a date-time field into a date field for use in data mapping

Answer: D

Explanation:

Creating a formula during data stream ingestion is often done to manipulate or transform data fields to meet specific requirements. In this case, the most common reason is to transform a date-time field into a date field for use in data mapping. Here's why:

Understanding the Requirement

When ingesting data into Salesforce Data Cloud, certain fields may need to be transformed to align with the target data model.

For example, a date-time field (e.g., "2023-10-05T14:30:00Z") may need to be converted into a date field (e.g., "2023-10-05") for proper mapping and analysis.

Why Transform a Date-Time Field into a Date Field?

Data Mapping Compatibility :

Some data models or downstream systems may only accept date fields (without the time component).

Transforming the field ensures compatibility and avoids errors during ingestion or activation.

Simplified Analysis :

Removing the time component simplifies analysis and reporting, especially when working with daily trends or aggregations.

Standardization :

Converting date-time fields into consistent date formats ensures uniformity across datasets.

Steps to Implement This Solution

Step 1: Identify the Date-Time Field

During the data stream setup, identify the field that contains the date-time value (e.g., "Order_Date_Time").

Step 2: Create a Formula Field

Use the Formula Field option in the data stream configuration to create a new field.

Apply a transformation function (e.g., DATE() or equivalent) to extract the date portion from the date-time field.

Step 3: Map the Transformed Field

Map the newly created date field to the corresponding field in the target data model (e.g., Unified Profile or Data Lake Object).

Step 4: Validate the Transformation

Test the data stream to ensure the transformation works correctly and the date field is properly ingested.

Why Not Other Options?

A. To concatenate files so they are ingested in the correct sequence :

Concatenation is not a typical use case for formulas during ingestion. File sequencing is usually handled at the file ingestion level, not through formulas.

B. To add a unique external identifier to an existing ruleset :

Adding a unique identifier is typically done during data preparation or identity resolution, not through formulas during ingestion.

D. To remove duplicate rows of data from the data stream :

Removing duplicates is better handled through deduplication rules or transformations, not formulas.

Conclusion

The primary reason to create a formula when ingesting a data stream is to transform a date-time field into a date field for use in data mapping. This ensures compatibility, simplifies analysis, and standardizes the data for downstream use.

NEW QUESTION # 64

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

- D. 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".

Answer: D

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. References: Add Related Attributes to an Activation - Salesforce, Related Attributes in Activation - Salesforce, Prepare for Your Salesforce Data Cloud Consultant Credential

NEW QUESTION # 65

An organization wants to enable users with the ability to identify and select text attributes from a picklist of options. Which Data Cloud feature should help with this use case?

- A. Global picklists
- B. Transformation formulas
- C. Value suggestion
- D. Data harmonization

Answer: C

Explanation:

Explanation

Value suggestion is a Data Cloud feature that allows users to see and select the possible values for a text field when creating segment filters. Value suggestion can be enabled or disabled for each data model object (DMO) field in the DMO record home. Value suggestion can help users to identify and select text attributes from a picklist of options, without having to type or remember the exact values. Value suggestion can also reduce errors and improve data quality by ensuring consistent and valid values for the segment filters. References: Use Value Suggestions in Segmentation, Considerations for Selecting Related Attributes

NEW QUESTION # 66

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