

# CRM-Analytics-and-Einstein-Discovery-Consultant Exam Overview, Reliable CRM-Analytics-and-Einstein-Discovery-Consultant Exam Book



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## Salesforce CRM-Analytics-and-Einstein-Discovery-Consultant Exam Syllabus Topics:

| Topic   | Details   |
|---------|---|
| Topic 1 | <ul style="list-style-type: none"><li>Analytics Dashboard Design: Building upon the design foundation, this section challenges candidates to bring their dashboard designs to life. It covers the technical expertise required to scope, validate, and prioritize dashboard design requirements.</li></ul>  |
| Topic 2 | <ul style="list-style-type: none"><li>Security: Consultants stepping into this section will showcase their prowess in implementing necessary security settings. It covers critical aspects such as suitable dataset security settings, and the ability to implement app sharing.</li></ul>  |
| Topic 3 | <ul style="list-style-type: none"><li>Analytics Dashboard Implementation: Here, consultants embark on a creative exploration of dashboard configuration, optimization of query performance using Dashboard Inspector, and using advanced functionality such as windowing.</li></ul>   |
| Topic 4 | <ul style="list-style-type: none"><li>Einstein Discovery: This section unveils the magic of AI-driven insights and candidates' ability to analyze and choose one of the three types of predictions. It involves leveraging Einstein's advanced analytics capabilities to adjust data parameters, add or remove data and columns for the improvement of the model.</li></ul> |
| Topic 5 | <ul style="list-style-type: none"><li>Admin</li><li>Configuration: This topic takes Salesforce consultants on a journey through the enablement of CRM Analytics. It tests their ability to design a solution that is suitable for data sync</li><li>dataflows</li><li>recipe limits.</li></ul>  |

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### Salesforce Certified CRM Analytics and Einstein Discovery Consultant Sample Questions (Q53-Q58):

#### NEW QUESTION # 53

A CRM Analytics consultant at Cloud Kicks is trying to upload data using an External Data API and the CSV file with the data was uploaded successfully. Upon analyzing the data using a lens, they find they are unable to perform any mathematical operations as all the data and fields are treated as dimensions.

What is causing the problem?

- A. Proper transformations need to be performed at the external source prior to External Data API callout.
- B. The field value added in the CSV file was contained within double quotes.
- C. JSON metadata file was not uploaded along with the CSV data file.

**Answer: C**

#### NEW QUESTION # 54

Universal Containers' sales team is looking to build a dashboard that shows the total revenue from their top 10 accounts (based on revenue) and make it dynamic with the filters of the dashboard.

Which action is required to accomplish this?

- A. Create a query and sort descending by revenue and limit it to 10 results.
- B. Create 2 query with a selection based interaction as a filter using the limit query to pass in the 10 Account IDs.
- C. Create a query with a results based interaction as a filter using the limit query to pass in the 10 Account IDs.

**Answer: A**

Explanation:

To create a dashboard showing the top 10 accounts by revenue dynamically, the best approach is to create a query that sorts the accounts in descending order by revenue and limits the results to the top 10. This query can then be used as the data source for the widget, ensuring that it dynamically adjusts based on the filters applied to the dashboard.

This method efficiently handles the task because sorting by revenue and limiting the results to 10 ensures that only the top accounts are displayed, and it remains dynamic with dashboard filters.

#### NEW QUESTION # 55

A CRM Analytics consultant is asked to make changes to the current sales dashboard at Cloud Kicks. The dashboard is crucial to track the daily sales performance of the company and needs to be available for other users while the consultant works on the changes.

How should the consultant proceed to update the dashboard?

- A. Wait for a period of least usability or the dashboard to edit it.
- B. Self assign as a dashboard publisher and make the changes to the dashboard in draft mode while maintaining a previous version live.
- C. Clone the dashboard to a new one, apply the changes, share the new dashboard with the users, and delete the old one.

**Answer: B**

### NEW QUESTION # 56

To use the Sales Analytics app, which permission set license do you need?

- A. Security User
- **B. Sales Analytics Apps**
- C. Analytics Templated Apps
- D. Sales Wave

**Answer: B**

Explanation:

Each prebuilt Analytics app has its own PSL. When you set up permissions for those apps, select the right PSL. For Service Analytics, select "Service Analytics Apps." For Event Monitoring, select "Event Monitoring Analytics Apps," and so on.

### NEW QUESTION # 57

The below image shows a numeric outcome being deployed (Regression).



Which metric is used to calculate the performance of the model in production, specifically in the Model Manager?

The below image shows a numeric outcome being deployed (Regression).

Which metric is used to calculate the performance of the model in production, specifically in the Model Manager?

- A. Area Under Curve, Confusion Matrix
- **B. Root Mean Square Error, Minimum Square Error**
- C. Area Under Curve, R2 (R-squared)

**Answer: B**

Explanation:

In the context of a regression model being deployed, the performance metrics used to evaluate its effectiveness in production typically include:

Root Mean Square Error (RMSE): This metric provides a measure of the average magnitude of the errors between predicted values by the model and the actual values, giving a sense of how accurately the model predicts the outcome.

Minimum Square Error: While less commonly referenced as "Minimum Square Error", metrics like Mean Squared Error (MSE) are often used to quantify the average of the squares of the errors-essentially, the average squared difference between the estimated values and what is estimated.

These metrics are crucial for assessing the performance of regression models in CRM Analytics, as they directly reflect the accuracy and reliability of the model's predictions in real-world applications.

### NEW QUESTION # 58

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