

Quiz 2026 Salesforce Trustable Practical Data-Con-101 Information



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Quiz 2023 Trustable ARC-801: Exam Design and Implement B2B Multi-Cloud Solutions Lab Questions

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Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> • Data Ingestion and Modeling: This domain addresses bringing data into Data Cloud and structuring it properly through transformation, ingestion from various sources, and data mapping. It emphasizes best practices for modeling data to support identity resolution and validating ingested data using available tools.
Topic 2	<ul style="list-style-type: none"> • Identity Resolution: This domain explores creating unified customer profiles through matching and reconciliation processes. It covers how rule sets determine when records link together, how conflicting data is resolved, and understanding the outcomes and use cases of unified identities.

Topic 3	<ul style="list-style-type: none">• Data Cloud Overview: This domain covers the foundational understanding of Data Cloud including its core purpose, terminology, business value, and technical architecture. It also addresses typical use cases and the essential principles of ethical data handling when working with customer data.
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>> Practical Data-Con-101 Information <<

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Salesforce Certified Data Cloud Consultant Sample Questions (Q40-Q45):

NEW QUESTION # 40

Northern Trail Outfitters unifies individuals in its Data Cloud instance.

Which three features can a consultant use to validate the data on a unified profile?

Choose 3 answers

- A. Query APL
- B. Identity Resolution
- C. Data Actions
- D. Profile Explorer
- E. Data Explorer

Answer: B,D,E

Explanation:

To validate the data on a unified profile, the consultant can use the following features:

Identity Resolution: This feature allows the consultant to view and edit the identity resolution rulesets that determine how individuals are unified from different data sources¹.

Data Explorer: This feature allows the consultant to browse and filter the unified profiles and view their attributes, segments, and activities².

Profile Explorer: This feature allows the consultant to drill down into a specific unified profile and view its details, such as source records, identity graph, calculated insights, and data actions³. References:

1: Identity Resolution in Data Cloud

2: Data Explorer in Data Cloud

3: Profile Explorer in Data Cloud

NEW QUESTION # 41

When trying to disconnect a data source an error will be generated if it has which two dependencies associated with it?

Choose 2 answers

- A. Activation target
- B. Activation
- C. Data stream
- D. Segment

Answer: C,D

Explanation:

When disconnecting a data source in Salesforce Data Cloud, the system checks for active dependencies that rely on the data source.

Based on Salesforce's official documentation (Disconnect a Data Source), the error occurs if the data source has data streams or segments associated with it. Here's the breakdown:

Key Dependencies That Block Disconnection

Data Stream (Option B):

Why It Matters: A data stream is the pipeline that ingests data from the source into Data Cloud. If an active data stream is connected to the data source, disconnecting the source will fail because the stream depends on it for ongoing data ingestion.

Resolution: Delete or pause the data stream first.

Documentation Reference: "Before disconnecting a data source, delete all data streams that are associated with it." (Salesforce Help Article) Segment (Option C):

Why It Matters: Segments built using data from the source will reference that data source. Disconnecting the source would orphan these segments, so the system blocks the action.

Resolution: Delete or modify segments that depend on the data source.

Documentation Reference: "If there are segments that use data from the data source, you must delete those segments before disconnecting the data source." (Salesforce Help Article) Why Other Options Are Incorrect Activation (A): Activations send segments to external systems (e.g., Marketing Cloud) but do not directly depend on the data source itself. The dependency chain is

Segment # Activation, not Data Source # Activation.

Activation Target (D): Activation targets (e.g., Marketing Cloud) are destinations and do not tie directly to the data source.

Steps to Disconnect a Data Source

Delete Dependent Segments: Navigate to Data Cloud > Segments and remove any segments built using the data source.

Delete or Pause Data Streams: Go to Data Cloud > Data Streams and delete streams linked to the data source.

Disconnect the Data Source: Once dependencies are resolved, disconnect the source via Data Cloud > Data Sources.

NEW QUESTION # 42

Which operator should a consultant use to create a segment for a birthday campaign that is evaluated daily?

- A. Is Today
- **B. Is Anniversary Of**
- C. Is Birthday
- D. Is Between

Answer: B

Explanation:

To create a segment for a birthday campaign that is evaluated daily, the consultant should use the Is Anniversary Of operator. This operator compares a date field with the current date and returns true if the month and day are the same, regardless of the year. For example, if the date field is 1990-01-01 and the current date is 2023-01-01, the operator returns true. This way, the consultant can create a segment that includes all the customers who have their birthday on the same day as the current date, and the segment will be updated daily with the new birthdays. The other options are not the best operators to use for this purpose because:

A). The Is Today operator compares a date field with the current date and returns true if the date is the same, including the year. For example, if the date field is 1990-01-01 and the current date is 2023-01-01, the operator returns false. This operator is not suitable for a birthday campaign, as it will only include the customers who were born on the same day and year as the current date, which is very unlikely.

B). The Is Birthday operator is not a valid operator in Data Cloud. There is no such operator available in the segment canvas or the calculated insight editor.

C). The Is Between operator compares a date field with a range of dates and returns true if the date is within the range, including the endpoints. For example, if the date field is 1990-01-01 and the range is 2022-12-25 to 2023-01-05, the operator returns true. This operator is not suitable for a birthday campaign, as it will only include the customers who have their birthday within a fixed range of dates, and the segment will not be updated daily with the new birthdays.

NEW QUESTION # 43

The recruiting team at Cumulus Financial wants to identify which candidates have browsed the jobs page on its website at least twice within the last 24 hours. They want the information about these candidates to be available for segmentation in Data Cloud and the candidates added to their recruiting system.

Which feature should a consultant recommend to achieve this goal?

- A. Calculated insight
- **B. Streaming insight**
- C. Streaming data transform

- D. Batch data transform

Answer: B

Explanation:

A streaming insight is a feature that allows users to create and monitor real-time metrics from streaming data sources, such as web and mobile events. A streaming insight can also trigger data actions, such as sending notifications, creating records, or updating fields, based on the metric values and conditions. Therefore, a streaming insight is the best feature to achieve the goal of identifying candidates who have browsed the jobs page on the website at least twice within the last 24 hours, and adding them to the recruiting system. The other options are incorrect because:

A streaming data transform is a feature that allows users to transform and enrich streaming data using SQL expressions, such as filtering, joining, aggregating, or calculating values. However, a streaming data transform does not provide the ability to monitor metrics or trigger data actions based on conditions.

A calculated insight is a feature that allows users to define and calculate multidimensional metrics from data using SQL expressions, such as LTV, CSAT, or average order value. However, a calculated insight is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions.

A batch data transform is a feature that allows users to create and schedule complex data transformations using a visual editor, such as joining, aggregating, filtering, or appending data. However, a batch data transform is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions. References: Streaming Insights, Create a Streaming Insight, Use Insights in Data Cloud, Learn About Data Cloud Insights, Data Cloud Insights Using SQL, Streaming Data Transforms, Get Started with Batch Data Transforms in Data Cloud, Transformations for Batch Data Transforms, Batch Data Transforms in Data Cloud: Quick Look, Salesforce Data Cloud: AI CDP.

NEW QUESTION # 44

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

Answer: D

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 # 45

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