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Salesforce Certified CRM Analytics and Einstein Discovery Consultant Sample Questions (Q81-Q86):

NEW QUESTION # 81

A CRM Analytics consultant at Cloud Kicks wants to create a new dashboard that uses custom GeoJSON to display data; however, they are unable to upload the file via the user interface (UI). Which action should the consultant take?

- A. Enable Custom maps with GeoJSON in the analytics settings.
- B. Add the system permission "Manage Analytics Custom Maps" to the permission set used.
- **C. Upload the GeoJSON via the API because it is NOT a function in the UI.**

Answer: C

Explanation:

If a consultant at Cloud Kicks needs to use custom GeoJSON files for dashboard visualization and cannot upload the file via the CRM Analytics user interface (UI), the recommended action is to use the API for this purpose. Here's why this approach is suggested:

* **Functionality Limitation in UI:** Currently, the CRM Analytics UI does not support direct uploads of GeoJSON files, which necessitates an alternative method.

* **API Flexibility:** The API provides a more flexible route for uploading custom GeoJSON files, allowing consultants to integrate more complex or larger datasets that are not supported through standard UI functionalities.

* **Customization and Control:** Using the API also offers greater control over how GeoJSON data is handled, processed, and utilized within CRM Analytics, catering to more advanced customization needs.

This method ensures that the consultant can fully utilize CRM Analytics' capabilities for creating highly customized geographic visualizations, thereby enhancing the analytical value of the dashboards.

NEW QUESTION # 82

Universal Containers uses CRM Analytics to build dashboards for different departments: Sales, Service, and Marketing. Users in the same department have the same role and need to have access to the same dashboards.

Dashboards for different departments use some common datasets with the same row-level security.

How should a CRM Analytics consultant address this need?

- **A. Create one app for each department, put common datasets in the shared app, and use permission sets to share apps.**
- B. Create one app for each department, put common datasets in the shared app, and use roles to share apps.
- C. Create one app for each department, put common datasets in the shared app, and use profiles to share apps.

Answer: A

Explanation:

For managing access to department-specific dashboards while leveraging common datasets, the best approach involves the use of apps and permission sets. Here's why:

* **App Segregation:** Creating a separate app for each department (Sales, Service, Marketing) allows for tailored dashboards and datasets to be grouped by department, facilitating easier management and navigation.

* **Shared Common Datasets:** Placing common datasets in a shared app ensures that all departments can access necessary data without duplication, maintaining consistency and reducing storage requirements.

* **Use of Permission Sets:** Leveraging permission sets to control access to these apps is a flexible and scalable approach. Permission sets can be finely tuned to grant or restrict access based on user roles within the organization, and they can be easily adjusted as roles or organizational structures change.

This structure not only ensures data security and appropriate access but also enhances the efficiency of managing CRM Analytics resources across different departments.

NEW QUESTION # 83

A user is able to access the dashboards, lenses, and datasets of a particular app but is unable to change the name of the specific app.

What is causing the issue?

- A. The user does not have Editor access for that app.
- B. The app name cannot be changed once created.
- **C. The user does not have Manager access for that app.**

Answer: C

Explanation:

In CRM Analytics, the ability to modify the name of an app or make other significant changes typically requires Manager access. This level of access is distinct from Editor or Viewer permissions, which may allow for modifications to contents within the app but not to the app's core properties like its name. Here's the reasoning:

* Access Restrictions: Manager access is specifically designed to control structural changes within the app, including renaming the app, which is considered a higher privilege operation.

* Role-Based Access Control: This ensures that only users with the necessary permissions can make significant changes, protecting the integrity and configuration of the app.

Ensuring users have the appropriate level of access based on their responsibilities is a fundamental aspect of managing security and functionality in CRM Analytics.

NEW QUESTION # 84

A CRM Analytics administrator is working on deploying a dataflow and a dataset (generated by this dataflow) to another org. While creating a change set, they notice that the components are NOT visible to be included in the change set.

What is the reason for this?

- A. The administrator does NOT have access to the assets on CRM Analytics.
- B. The administrator does NOT have system administrator permission to include the assets In the change set,
- C. Assets are kept in the Private App and are unavailable to include in the change set.

Answer: C

NEW QUESTION # 85

What can a consultant accomplish in the Predictions page of a model?

- A. If it is decided to follow some of the Einstein Recommendations for model improvement, see what the new model metrics would be.
- B. Create predicted outcome value by manually selecting values for some of the predictor fields.
- C. Estimate the impacted business value of using Einstein Discovery.

Answer: B

Explanation:

In the Predictions page of a model within CRM Analytics (formerly Einstein Discovery), users have the capability to interact with the model to see how different input values affect predictions. Here's a detailed look at what can be accomplished:

* Manual Input of Predictor Values: Users can manually input or change values for predictor fields to see how these changes alter the predicted outcomes. This is especially useful for testing hypothetical scenarios and understanding how sensitive the model is to various inputs.

* Real-Time Interaction: This functionality provides a hands-on way to explore the model's behavior, offering immediate feedback on how input variations impact predictions, which can help in refining the model or in training users on its application.

* Scenario Analysis: By adjusting predictor values, users can conduct scenario analyses, which are crucial for strategic planning and decision-making.

NEW QUESTION # 86

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