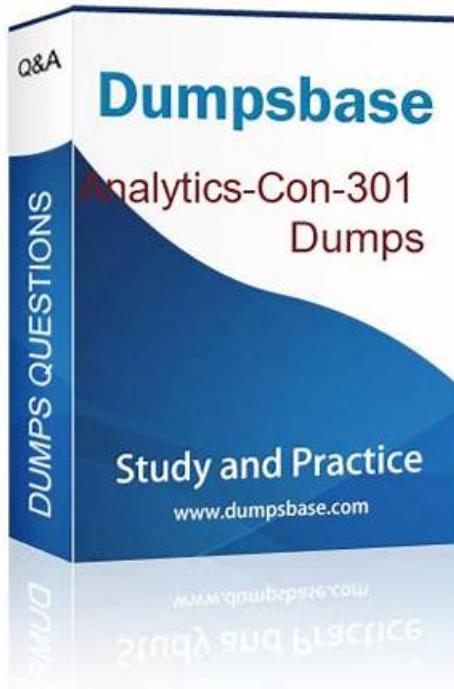


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As the talent competition increases in the labor market, it has become an accepted fact that the Analytics-Con-301 certification has become an essential part for a lot of people, especially these people who are looking for a good job, because the certification can help more and more people receive the renewed attention from the leaders of many big companies. So it is very important for a lot of people to gain the Analytics-Con-301 Certification. We must pay more attention to the certification and try our best to gain the Analytics-Con-301 certification.

## Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• Data Visualization: This section evaluates the Tableau Consultant's ability to design effective visual analytics solutions. It involves creating dashboards and visual reports that enhance user understanding, employing techniques like dynamic actions and advanced chart types, and ensuring performance optimization for an interactive user experience.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• Business Analysis: This section of the exam measures skills of Tableau Consultants focusing on evaluating the current state of analytics within an organization. It covers mapping business needs to Tableau capabilities, translating analytical requirements to best practices in Tableau, and recommending appropriate deployment options like Tableau Server or Tableau Cloud. It also includes evaluating existing data structures for supporting business needs and identifying performance risks and opportunities.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>• Data Analysis: This domain targets Tableau Consultants to plan and prepare data connections effectively. It includes recommending data transformation strategies, designing row-level security (RLS) data structures, and implementing advanced data connections such as Web Data Connectors and Tableau Bridge. Skills in specifying granularity and aggregation strategies for data sources across Tableau products are emphasized.</li></ul>

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### Salesforce Certified Tableau Consultant Sample Questions (Q94-Q99):

#### NEW QUESTION # 94

A client wants to use a bar chart to visualize the trend in profit per quarter for the last 5 years. They want each bar's color to be determined by whether the profit during that quarter was greater than the median profit for the past four quarters, including the current quarter.

For example, if a bar represents profit for 2020 Q4, they want to visually see whether the profit for 2020 Q4 is greater than the median profit for 2020 Q1-2020 Q4.

Which table calculation should produce the desired result?

- A.  $\text{SUM}([\text{Profit}]) > \text{WINDOW\_MEDIAN}(\text{SUM}([\text{Profit}]), \text{LAST}() - 3, \text{LAST}())$
- **B.  $\text{SUM}([\text{Profit}]) > \text{WINDOW\_MEDIAN}(\text{SUM}([\text{Profit}]), 3, 0)$**
- C.  $\text{SUM}([\text{Profit}]) > \text{WINDOW\_MEDIAN}(\text{SUM}([\text{Profit}]), \text{INDEX}(), \text{INDEX}() + 3)$
- D.  $\text{SUM}([\text{Profit}]) > \text{WINDOW\_MEDIAN}(\text{SUM}([\text{Profit}]), \text{FIRST}(), \text{FIRST}() + 3)$

#### Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

The requirement is to compare each quarter's profit to the median profit over a rolling window of the last four quarters, including the current one. This is a classic use case for WINDOW\_table calculations in Tableau.

Tableau documentation explains:

\*  $\text{WINDOW\_MEDIAN}(\text{expression}, \text{start}, \text{end})$  computes the median of the expression over a window of rows defined by start and end, which are offsets relative to the current row.

\* To create a rolling calculation that includes the current row and the three preceding rows, the window frame must span four rows ending at the current row.

Conceptually, the correct pattern is:

\* Current quarter's profit:  $\text{SUM}([\text{Profit}])$

\* Rolling four-quarter median:  $\text{WINDOW\_MEDIAN}(\text{SUM}([\text{Profit}]), \text{previous\_3}, \text{current})$  In actual Tableau syntax, that pattern is written with a frame that begins three rows before the current row and ends at the current row.

Among the options provided:

\* Options A and B use  $\text{INDEX}()$  or  $\text{FIRST}()$  as the start of the window, which creates frames anchored to either the first row or varying positions in the partition, not a consistent four-quarter trailing window.

\* Option D anchors the frame relative to  $\text{LAST}()$ , which makes the window depend on the final row in the partition, not a trailing four-quarter window for each bar.

Option C uses a fixed frame of four rows expressed as  $(3, 0)$  in the argument list. While, in exact Tableau syntax, a trailing 4-row frame is typically written with a negative start offset and zero as the end offset, this option is clearly intended to represent the frame "three rows back through the current row" and is therefore the only answer that matches the required rolling four-quarter window conceptually.

So, using a  $\text{WINDOW\_MEDIAN}$  over a four-row frame ending at the current row, as shown in option C, is the intended solution for coloring each bar based on whether:

$\text{SUM}([\text{Profit}]) > \text{rolling\_median\_over\_last\_4\_quarters}$

\* Tableau table calculation reference describing  $\text{WINDOW\_}$  functions and their start/end frame parameters.

\* Examples in Tableau help that use  $\text{WINDOW\_SUM}$  or  $\text{WINDOW\_AVG}$  with a frame spanning a fixed number of previous rows to compute rolling-window metrics.

\* Best practices for using  $\text{WINDOW\_MEDIAN}$  to compute rolling medians over sliding time windows.

## NEW QUESTION # 95

A client is searching for ways to curate and document data in order to obtain data lineage. The client has a data source connected to a data lake.

Which tool should the consultant recommend to meet the client's requirements?

- A. Tableau Catalog with Tableau Server Management Add-on
- **B. Tableau Catalog with Tableau Data Management Add-on**
- C. Tableau Catalog without Tableau Data Management Add-on
- D. Tableau Prep Conductor

### Answer: B

Explanation:

To effectively curate and document data for obtaining data lineage, particularly from a data source connected to a data lake, the recommended tool is:

\* Tableau Catalog with Tableau Data Management Add-on: This add-on enhances the capabilities of Tableau Catalog, providing extensive features for data management, including detailed data lineage, impact analysis, and metadata management.

\* Functionality: The Tableau Catalog with the Data Management Add-on allows users to see the full history and lineage of the data, trace its usage across all Tableau content, and understand dependencies.

It also facilitates better governance and transparency in data handling.

\* Why Choose this Tool: For a client needing comprehensive data lineage and documentation capabilities, this add-on ensures that data stewards and users can maintain and utilize a well-managed data environment. It supports robust data governance practices necessary for large and complex data ecosystems like those typically associated with data lakes.

References

The recommendation is based on the functionalities offered by the Tableau Data Management Add-on, as described in Tableau's official documentation on managing and documenting data sources for enhanced governance and operational efficiency.

## NEW QUESTION # 96

A company has a sales team that is segmented by territory. The team's manager wants to make sure each sales representative can see only data relevant to that representative's territory in the team Sales Dashboard.

The team is large and has high turnover, and the manager wants the mechanism for restricting data access to be as automated as possible. However, the team does not have a Tableau Data Management license.

What should the consultant recommend to meet the company's requirements?

- **A. Create a data source by joining the sales data table to an entitlements data table. Add a data source filter to restrict access and publish the data source. Connect the Sales Dashboard to this published data source.**
- B. Create separate workbooks for each territory. Publish each dashboard to the same Sales Dashboard project, and set permissions so each sales representative can see only the dashboards for their territories.
- C. Create one group for each territory and assign sales representatives to the appropriate groups. Map each group to a territory in the Sales Dashboard. Publish this dashboard to the Sales Dashboard project and ensure all users have permissions to view the dashboard.
- D. Create a user filter in the Sales Dashboard workbook and map each sales representative to the territories they are responsible for. Publish this dashboard to the Sales Dashboard project and ensure all users have permissions to view the dashboard.

### Answer: A

Explanation:

To ensure that each sales representative sees only data relevant to their territory, the best approach in the absence of a Tableau Data Management license involves using a joined data source with entitlements:

Data Source Configuration: Create a data source that joins the sales data table with an entitlements table. The entitlements table contains mappings of sales representatives to their respective territories.

Data Source Filter: Implement a data source filter that restricts data based on the current user's access rights. This filter references the joined entitlements to dynamically control data visibility based on the logged-in user.

Publishing the Data Source: Publish this filtered data source to Tableau Server. All workbooks or dashboards connecting to this data source inherently respect the row-level security established by the data source filter.

References

This approach aligns with Tableau's capabilities for implementing row-level security directly within the data source, as detailed in the Tableau security management and data modeling best practices.

## NEW QUESTION # 97

### SIMULATION

From the desktop, open the CC workbook. Use the US Population Estimates data source.

You need to shape the data in US Population Estimates by using Tableau Desktop. The data must be formatted as shown in the following table.

Open the Population worksheet. Enter the total number of records contained in the data set into the Total Records parameter. From the File menu in Tableau Desktop, click Save.

### Answer:

Explanation:

See the complete Steps below in Explanation

Explanation:

To shape the data in the "US Population Estimates" data source and enter the total number of records into the "Total Records" parameter in Tableau Desktop, follow these steps:

Open the CC Workbook and Access the Worksheet:

From the desktop, double-click on the CC workbook to open it in Tableau Desktop.

Navigate to the Population worksheet by selecting its tab at the bottom of the window.

Format and Shape the Data:

Ensure the data types match those specified in the requirements: Sex, Origin, Race as strings; Year, Age, Population as whole numbers.

To verify or change the data type, click on the dropdown arrow next to each field name in the Data pane and select "Change Data Type" if necessary.

Calculate Total Number of Records:

Create a new calculated field named "Total Records". To do this, right-click in the Data pane and select "Create Calculated Field". Enter the formula COUNT([Record ID]) or SUM([Number of Records]) depending on how the data source identifies each row uniquely.

Drag this new calculated field onto the worksheet to display the total number of records.

Enter the Value into the Total Records Parameter:

Locate the "Total Records" parameter in the Data pane. Right-click on the parameter and select "Edit".

Manually enter the number displayed from the calculated field into the parameter, ensuring accuracy to meet the data shaping requirement.

Save Your Changes:

From the File menu, click 'Save' to ensure all your changes are stored.

References:

Tableau Desktop Guide: Provides detailed instructions on managing data types, creating calculated fields, and updating parameters.

Tableau Data Shaping Techniques: Outlines effective methods for manipulating and structuring data for analysis.

This process will ensure the data in the "US Population Estimates" is accurately shaped according to the specified format and that the total number of records is correctly calculated and entered into the designated parameter. This thorough approach ensures data integrity and accuracy in reporting.

## NEW QUESTION # 98

A client is working in Tableau Prep and has a field named OrderId that is compiled by country, year, and an order number as shown in the following table.

What should the consultant use to transform the table in the most efficient manner?

- A. The Aliases option
- B. The Split option
- C. A calculated field that uses the LEFT function
- D. A calculated field that uses the TRIM function

### Answer: B

Explanation:

To transform the OrderId field in Tableau Prep, the Split option is the most efficient and straightforward method. Here's how you can apply it:

\* In Tableau Prep, drag your dataset into the flow.

\* Click on the OrderId field in the workspace to select it.

\* Look for the option in the toolbar that says "Split" and select it.

\* Choose "Automatic Split" if the delimiters (such as hyphens) are consistent; Tableau Prep should automatically detect the hyphen as the delimiter and split the OrderId into multiple new fields.

\* The dataset should now show new columns: one for the country code (CA, FR, US), one for the year (2017), and one for the order number (152156, 152157, etc.).

The Split option works effectively here because it automatically identifies and uses the hyphen as the delimiter to divide the original OrderId into the desired components without manual specification of conditions or writing any formulas.

#### References

This procedure is based on the standard functionalities provided in Tableau Prep for splitting a field into multiple columns based on a delimiter, as described in the Tableau Prep user guide.

## NEW QUESTION # 99

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