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Salesforce Certified Data Cloud Consultant Sample Questions (Q98-Q103):

NEW QUESTION # 98
Northern Trail Outfitters asks its consultant to extract the runner profiles and activity logs from its Track My Run mobile app and load them into Data Cloud. The marketing department also indicates that they need the last 90 days of historical data and want all new and updated data as it becomes available on a go-forward basis.
As best practice, which sequence of actions should the consultant use to implement this request?

- A. Use streaming ingestion to first load the last 90 days of data, and then use bulk Ingestion to synchronize future data as It becomes available.
- B. Use streaming ingestion to first load the last 90 days of data, and also subsequently use streaming ingestion synchronize future data as It becomes available.
- C. Use bulk ingestion to first load the last 90 days of data, and also subsequently use bulk ingestion to synchronize the future data as It becomes available.

- D. Use bulk ingestion to first load the last 90 days of data, and then use streaming ingestion to synchronize future data as It becomes available.

Answer: D

Explanation:
Initial Data Load: For loading large volumes of historical data, such as the last 90 days of runner profiles and activity logs, bulk ingestion is the most efficient method. It allows for high-throughput data transfer.
* Bulk Ingestion: Use Salesforce Data Cloud's bulk ingestion tools to load the historical data quickly and efficiently.
Ongoing Data Synchronization: To keep the Data Cloud updated with new and modified records as they become available in the Track My Run mobile app, streaming ingestion is appropriate. It ensures near-real-time data updates.
* Streaming Ingestion: Configure streaming ingestion to continuously update the Data Cloud with new and updated data from the mobile app.
Sequence of Actions:
* Step 1: Perform bulk ingestion to import the last 90 days of historical data into Data Cloud.
* Step 2: Set up streaming ingestion to handle ongoing updates and new data as it becomes available.
Best Practice: This approach ensures that the initial large data load is handled efficiently, and ongoing updates are processed in near real-time, providing the marketing department with the most up-to-date data.
References:
* Salesforce Data Cloud Ingestion Methods
* Salesforce Bulk Data Ingestion
* Salesforce Streaming Data Ingestion

NEW QUESTION # 99
Which two requirements must be met for a calculated insight to appear in the segmentation canvas?
Choose 2 answers

- A. The primary key of the segmented table must be a dimension in the calculated insight.
- B. The primary key of the segmented table must be a metric in the calculated insight.
- C. The calculated insight must contain a dimension including the Individual or Unified Individual Id.
- D. The metrics of the calculated insights must only contain numeric values.

Answer: A,C

Explanation:
A calculated insight is a custom metric or measure that is derived from one or more data model objects or data lake objects in Data Cloud. A calculated insight can be used in segmentation to filter or group the data based on the calculated value. However, not all calculated insights can appear in the segmentation canvas.
There are two requirements that must be met for a calculated insight to appear in the segmentation canvas:
The calculated insight must contain a dimension including the Individual or Unified Individual Id. A dimension is a field that can be used to categorize or group the data, such as name, gender, or location.
The Individual or Unified Individual Id is a unique identifier for each individual profile in Data Cloud.
The calculated insight must include this dimension to link the calculated value to the individual profile and to enable segmentation based on the individual profile attributes.
The primary key of the segmented table must be a dimension in the calculated insight. The primary key is a field that uniquely identifies each record in a table. The segmented table is the table that contains the data that is being segmented, such as the Customer or the Order table. The calculated insight must include the primary key of the segmented table as a dimension to ensure that the calculated value is associated with the correct record in the segmented table and to avoid duplication or inconsistency in the segmentation results.
References: Create a Calculated Insight, Use Insights in Data Cloud, Segmentation

NEW QUESTION # 100
A consultant is connecting sales order data to Data Cloud and considers whether to use the Profile, Engagement, or Other categories to map the DLO. The consultant chooses to map the DLO called Order-Headers to the Sales Order DMO using the Engagement category.
What is the impact of this action on future mappings?

- A. When mapping a Profile DLO to the Sales Order DMO, the category gets updated to Profile.
- B. Sales Order DMO gets assigned to both the Profile and Engagement categories when mapping a Profile DLO.

- C. Only Engagement category DLOs can be mapped to the Sales Order DMO. Sales Order gets assigned to the Engagement Category.
- D. A DLO with category Engagement can be mapped to any DMO using either Profile. Engagement, or Other categories.

Answer: C

Explanation:
Data Lake Objects (DLOs) and Data Model Objects (DMOs): In Salesforce Data Cloud, DLOs are mapped to DMOs to organize and structure data. Categories like Profile, Engagement, and Other define how these mappings are used.
Engagement Category: Mapping a DLO to the Engagement category indicates that the data is related to customer interactions and activities.
Impact on Future Mappings:
* Engagement Category Restriction: When a DLO like Order-Headers is mapped to the Sales Order DMO under the Engagement category, future mappings of the Sales Order DMO are restricted to Engagement category DLOs.
* Category Assignment: The Sales Order DMO is assigned to the Engagement category, meaning only DLOs categorized as Engagement can be mapped to it in the future.
Benefits:
* Consistency: Ensures consistent data categorization and usage, aligning data with its intended purpose.
* Accuracy: Helps in maintaining the integrity of data mapping and ensures that engagement-related data is accurately captured and utilized.
References:
* Salesforce Data Cloud Mapping
* Salesforce Data Cloud Categories

NEW QUESTION # 101
What should an organization use to stream inventory levels from an inventory management system into Data Cloud in a fast and scalable, near-real-time way?

- A. Commerce Cloud Connector
- B. Marketing Cloud Personalization Connector
- C. Cloud Storage Connector
- D. Ingestion API

Answer: D

Explanation:
Explanation
The Ingestion API is a RESTful API that allows you to stream data from any source into Data Cloud in a fast and scalable way. You can use the Ingestion API to send data from your inventory management system into Data Cloud as JSON objects, and then use Data Cloud to create data models, segments, and insights based on your inventory data. The Ingestion API supports both batch and streaming modes, and can handle up to
100,000 records per second. The Ingestion API also provides features such as data validation, encryption, compression, and retry mechanisms to ensure data quality and security. References: Ingestion API Developer Guide, Ingest Data into Data Cloud

NEW QUESTION # 102
A user wants to be able to create a multi-dimensional metric to identify unified individual lifetime value (LTV).
Which sequence of data model object (DMO) joins is necessary within the calculated Insight to enable this calculation?

- A. Sales Order > Individual > Unified Individual
- B. Sales Order > Unified Individual
- C. Unified Individual > Unified Link Individual > Sales Order
- D. Unified Individual > Individual > Sales Order

Answer: C

Explanation:
To create a multi-dimensional metric to identify unified individual lifetime value (LTV), the sequence of data model object (DMO) joins that is necessary within the calculated Insight is Unified Individual > Unified Link Individual > Sales Order. This is because the Unified Individual DMO represents the unified profile of an individual or entity that is created by identity resolution1. The Unified

Link Individual DMO represents the link between a unified individual and an individual from a source system2. The Sales Order DMO represents the sales order information from a source system3. By joining these three DMOs, you can calculate the LTV of a unified individual based on the sales order data from different source systems. The other options are incorrect because they do not join the correct DMOs to enable the LTV calculation. Option B is incorrect because the Individual DMO represents the source profile of an individual or entity from a source system, not the unified profile4. Option C is incorrect because the join order is reversed, and you need to start with the Unified Individual DMO to identify the unified profile. Option D is incorrect because it is missing the Unified Link Individual DMO, which is needed to link the unified profile with the source profile. References: Unified Individual Data Model Object, Unified Link Individual Data Model Object, Sales Order Data Model Object, Individual Data Model Object

NEW QUESTION # 103

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