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Data-Cloud-Consultant Sheet



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The contents of Data-Cloud-Consultant study materials are all compiled by industry experts based on the Data-Cloud-Consultant examination outlines and industry development trends over the years. It does not overlap with the content of the Data-Cloud-Consultant question banks on the market, and avoids the fatigue caused by repeated exercises. Our Data-Cloud-Consultant Exam Guide is not simply a patchwork of exam questions, but has its own system and levels of hierarchy, which can make users improve effectively.

Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	Segmentation and Insights: This topic defines basic concepts of segmentation and use cases, identifies scenarios for analyzing segment membership, configuring, refining, and maintaining segments within Data Cloud, and differentiating between calculated and streaming insights.

Topic 2	• Data Cloud Setup and Administration: This topic includes applying Data Cloud permissions, permission sets, org-wide settings. It describes and configures data stream types, and data bundles. Moreover, it discusses use cases for data spaces, creating data spaces, managing and administering Data Cloud using reports, dashboards, flows, packaging, data kits, diagnosing and exploring data using Data Explorer, Profile Explorer, and APIs.
Topic 3	• Act on Data: This topic defines activations and their basic use cases, using attributes and related attributes, identifying and analyzing timing dependencies affecting the Data Cloud lifecycle. Additionally it focuses on troubleshooting common problems with activations, and using data actions, including their requirements and intended use cases.
Topic 4	• Identity Resolution: It describes matching and how its rule sets are applied. Furthermore, it discusses reconciling data and its rule sets, the results of identity resolution, and use cases.

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Salesforce Certified Data Cloud Consultant Sample Questions (Q143-Q148):

NEW QUESTION # 143

What are the two minimum requirements needed when using the Visual Insights Builder to create a calculated insight?
Choose 2 answers

- A. A WHERE clause
- B. At least two objects to Join
- C. At least one dimension
- D. At least one measure

Answer: C,D

Explanation:

Introduction to Visual Insights Builder:

* The Visual Insights Builder in Salesforce Data Cloud is a tool used to create calculated insights, which are custom metrics derived from the existing data.

NEW QUESTION # 144

Northern Trail Outfitters wants to create a segment with customers that have purchased in the last 24 hours.

The segment data must be as up to date as possible.

What should the consultant Implement when creating the segment?

- A. Use Einstein segmentation optimization to collect data from the last 24 hours.
- B. Use streaming insights for near real-time segmentation results.
- C. Use rapid segments with a publish interval of 1 hour.
- D. Use standard segment with a publish interval of 30 minutes.

Answer: B

Explanation:

To address Northern Trail Outfitters' requirement of creating a segment with customers who have purchased in the last 24 hours, while ensuring the data is as up to date as possible, streaming insights is the most appropriate solution. Here's why:
Understanding Streaming Insights :Salesforce Data Cloud provides Streaming Insights , which enables near real-time data processing and segmentation. This feature allows businesses to capture and act on customer interactions or transactions almost instantly, making it ideal for time-sensitive use cases like identifying recent purchasers.

Why Not Other Options?

Option B (Einstein Segmentation Optimization) : Einstein Segmentation Optimization focuses on improving segment performance using AI but does not inherently provide near real-time data updates. It is more about refining existing segments rather than ensuring low-latency data availability.

Option C (Rapid Segments with a Publish Interval of 1 Hour) : Rapid Segments are faster than standard segments but still involve a delay due to the publish interval. A 1-hour interval would not meet the "as up to date as possible" requirement.

Option D (Standard Segment with a Publish Interval of 30 Minutes) : Standard segments are processed less frequently and typically involve longer delays. Even with a 30-minute interval, this option cannot match the near real-time capabilities of streaming insights.

How Streaming Insights Works :

Streaming Insights processes data from connected sources (e.g., CRM, external systems) in near real-time.

When a customer makes a purchase, the transaction data is ingested into Data Cloud and immediately available for segmentation.

The consultant can configure a segment rule to include only customers whose purchase timestamp falls within the last 24 hours.

Salesforce Documentation Reference :According to Salesforce's official Data Cloud documentation, Streaming Insights is designed for scenarios where timely data is critical. It ensures that segments reflect the latest customer behavior without significant delays, aligning perfectly with Northern Trail Outfitters' needs.

NEW QUESTION # 145

Cumulus Financial uses Data Cloud to segment banking customers and activate them for direct mail via a Cloud File Storage activation. The company also wants to analyze individuals who have been in the segment within the last 2 years.

Which Data Cloud component allows for this?

- A. Calculated insights
- B. Segment exclusion
- C. Nested segments
- D. Segment membership data model object

Answer: D

Explanation:

Data Cloud allows customers to analyze the segment membership history of individuals using the Segment Membership data model object. This object stores information about when an individual joined or left a segment, and can be used to create reports and dashboards to track segment performance over time. Cumulus Financial can use this object to filter individuals who have been in the segment within the last 2 years and compare them with other metrics.

The other options are not Data Cloud components that allow for this analysis. Segment exclusion is a feature that allows customers to remove individuals from a segment based on another segment. Nested segments are segments that are created from other segments using logical operators. Calculated insights are derived attributes that are created from existing data using formulas.

Reference:

Segment Membership Data Model Object

Data Cloud Reports and Dashboards

Create a Segment in Data Cloud

NEW QUESTION # 146

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

Answer: A,B,D

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. Reference:

1: Identity Resolution in Data Cloud

2: Data Explorer in Data Cloud

3: Profile Explorer in Data Cloud

NEW QUESTION # 147

During discovery, which feature should a consultant highlight for a customer who has multiple data sources and needs to match and reconcile data about individuals into a single unified profile?

- A. Harmonization
- B. Data Consolidation
- C. Data Cleansing
- **D. Identity Resolution**

Answer: D

Explanation:

Explanation

Identity resolution is the feature that allows Data Cloud to match and reconcile data about individuals from multiple data sources into a single unified profile. Identity resolution uses rulesets to define how source profiles are matched and consolidated based on common attributes, such as name, email, phone, or party identifier. Identity resolution enables Data Cloud to create a 360-degree view of each customer across different data sources and systems^{1,2}. The other options are not the best features to highlight for this customer need because:

* A. Data cleansing is the process of detecting and correcting errors or inconsistencies in data, such as duplicates, missing values, or invalid formats. Data cleansing can improve the quality and accuracy of data, but it does not match or reconcile data across different data sources³.

* B. Harmonization is the process of standardizing and transforming data from different sources into a common format and structure. Harmonization can enable data integration and interoperability, but it does not match or reconcile data across different data sources⁴.

* C. Data consolidation is the process of combining data from different sources into a single data set or system. Data consolidation can reduce data redundancy and complexity, but it does not match or reconcile data across different data sources⁵. References: 1: [Data and Identity in Data Cloud | Salesforce Trailhead], 2: [Data Cloud Identity Resolution | Salesforce AI Research], 3: [Data Cleansing - Salesforce], 4: [Harmonization - Salesforce], 5: [Data Consolidation - Salesforce]

NEW QUESTION # 148

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