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The Salesforce Data Cloud Consultant Exam is tailored for professionals who want to validate their skills in building and managing advanced data solutions using Salesforce Data Cloud. This certification focuses on key areas such as real-time and batch data ingestion, data mapping, identity resolution, calculated insights, and segmentation strategies. It's an essential credential for consultants working with customer data platforms and looking to deliver smarter, data-driven experiences across industries.



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## Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li><b>Data Cloud Setup and Administration:</b> 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.</li> </ul>

Topic 2	<ul style="list-style-type: none"> <li>• <b>Data Ingestion and Modeling:</b> This topic covers the different transformation capabilities within Data Cloud. It includes describing processes and considerations for data ingestion from various sources, defining, mapping, and modeling data using best practices aligned with identity resolution. Lastly, it discusses using available tools to inspect and validate ingested and modeled data.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• <b>Data Cloud Overview:</b> This topic covers Data Cloud's function, key terminology, business value, typical use cases, the Data Cloud lifecycle, dependencies, and principles of data ethics. These sub-topics provide an overview of Data Cloud's capabilities and applications.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>• <b>Segmentation and Insights:</b> 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.</li> </ul>
Topic 5	<ul style="list-style-type: none"> <li>• <b>Identity Resolution:</b> 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.</li> </ul>

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### Salesforce Certified Data Cloud Consultant Sample Questions (Q20-Q25):

#### NEW QUESTION # 20

What is the result of a segmentation criteria filtering on City | Is Equal To | 'San Jose'?

- A. Cities only containing 'San Jose' or 'San Jose'
- B. Cities containing 'San Jose', 'San Jose', 'san jose', or 'san jose'
- C. Cities only containing 'San Jose' or 'san jose'
- **D. Cities only containing 'San Jose' or 'san jose'**

**Answer: D**

Explanation:

The result of a segmentation criteria filtering on City | Is Equal To | 'San Jose' is cities only containing 'San Jose' or 'san jose'. This is because the segmentation criteria is case-sensitive and accent-sensitive, meaning that it will only match the exact value that is entered in the filter. Therefore, cities containing 'San Jose', 'san jose', or 'San Jose' will not be included in the result, as they do not match the filter value exactly. To include cities with different variations of the name 'San Jose', you would need to use the OR operator and add multiple filter values, such as 'San Jose' OR 'San Jose' OR 'san jose' OR 'san jose'

2. References: Segmentation Criteria, Segmentation Operators

#### NEW QUESTION # 21

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

**Answer: D**

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 resolution<sup>1</sup>. The Unified Link Individual DMO represents the link between a unified individual and an individual from a source system<sup>2</sup>. The Sales Order DMO represents the sales order information from a source system<sup>3</sup>. 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 profile<sup>4</sup>. 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. Reference: Unified Individual Data Model Object, Unified Link Individual Data Model Object, Sales Order Data Model Object, Individual Data Model Object

### NEW QUESTION # 22

A consultant needs to package Data Cloud components from one organization to another.

Which two Data Cloud components should the consultant include in a data kit to achieve this goal?

Choose 2 answers

- A. Data model objects
- B. Calculated insights
- C. Segments
- D. Identity resolution rulesets

**Answer: A,D**

Explanation:

To package Data Cloud components from one organization to another, the consultant should include the following components in a data kit:

\* Data model objects: These are the custom objects that define the data model for Data Cloud, such as Individual, Segment, Activity, etc. They store the data ingested from various sources and enable the creation of unified profiles and segments<sup>1</sup>.

\* Identity resolution rulesets: These are the rules that determine how data from different sources are matched and merged to create unified profiles. They specify the criteria, logic, and priority for identity resolution<sup>2</sup>. References:

\* 1: Data Model Objects in Data Cloud

\* 2: Identity Resolution Rulesets in Data Cloud

### NEW QUESTION # 23

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. Ingestion API
- C. Marketing Cloud Personalization Connector
- D. Cloud Storage Connector

**Answer: B**

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. Reference: Ingestion API Developer Guide, Ingest Data into Data Cloud

## NEW QUESTION # 24

What does the Source Sequence reconciliation rule do in identity resolution?

- A. Includes data from sources where the data is most frequently occurring
- B. Identifies which individual records should be merged into a unified profile by setting a priority for specific data sources
- C. Identifies which data sources should be used in the process of reconciliation by prioritizing the most recently updated data source
- D. Sets the priority of specific data sources when building attributes in a unified profile, such as a first or last name

**Answer: D**

Explanation:

Explanation

The Source Sequence reconciliation rule sets the priority of specific data sources when building attributes in a unified profile, such as a first or last name. This rule allows you to define which data source should be used as the primary source of truth for each attribute, and which data sources should be used as fallbacks in case the primary source is missing or invalid. For example, you can set the Source Sequence rule to use data from Salesforce CRM as the first priority, data from Marketing Cloud as the second priority, and data from Google Analytics as the third priority for the first name attribute. This way, the unified profile will use the first name value from Salesforce CRM if it exists, otherwise it will use the value from Marketing Cloud, and so on. This rule helps you to ensure the accuracy and consistency of the unified profile attributes across different data sources. References: Salesforce Data Cloud Consultant Exam Guide, Identity Resolution, Reconciliation Rules

## NEW QUESTION # 25

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