

Salesforce Data-Con-101 Valid Exam Practice & Exam Data-Con-101 Questions Fee



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Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• Data Cloud Overview: This domain covers the foundational understanding of Data Cloud including its core purpose, terminology, business value, and technical architecture. It also addresses typical use cases and the essential principles of ethical data handling when working with customer data.
Topic 2	• Segmentation and Insights: This domain centers on creating audience segments and deriving analytical insights from Data Cloud. It includes configuring and maintaining segments, analyzing membership scenarios, and distinguishing between calculated insights and real-time streaming insights.
Topic 3	• Data Cloud Setup and Administration: This domain focuses on configuring and managing Data Cloud environments through permissions, data streams, data bundles, and data spaces. It also covers administrative tools and techniques for diagnosing and exploring data using reports, dashboards, flows, APIs, and explorer tools.
Topic 4	• Data Ingestion and Modeling: This domain addresses bringing data into Data Cloud and structuring it properly through transformation, ingestion from various sources, and data mapping. It emphasizes best practices for modeling data to support identity resolution and validating ingested data using available tools.

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Salesforce Certified Data Cloud Consultant Sample Questions (Q112-Q117):

NEW QUESTION # 112

A customer has a requirement to be able to view the last time each segment was published within their Data Cloud org. Which two features should the consultant recommend to best address this requirement?

Choose 2 answers

- **A. Report**
- B. Profile Explorer
- C. Calculated insight
- **D. Dashboard**

Answer: A,D

Explanation:

A customer who wants to view the last time each segment was published within their Data Cloud org can use the dashboard and report features to achieve this requirement. A dashboard is a visual representation of data that can show key metrics, trends, and comparisons. A report is a tabular or matrix view of data that can show details, summaries, and calculations. Both dashboard and report features allow the user to create, customize, and share data views based on their needs and preferences. To view the last time each segment was published, the user can create a dashboard or a report that shows the segment name, the publish date, and the publish status fields from the segment object. The user can also filter, sort, group, or chart the data by these fields to get more insights and analysis. The user can also schedule, refresh, or export the dashboard or report data as needed. References: Dashboards, Reports

NEW QUESTION # 113

A client wants to bring in loyalty data from a custom object in Salesforce CRM that contains a point balance for accrued hotel points and airline points within the same record. The client wants to split these point systems into two separate records for better tracking and processing.

What should a consultant recommend in this scenario?

- **A. Use batch transforms to create a second data lake object.**
- B. Create a data kit from the data lake object and deploy it to the same Data Cloud org.
- C. Clone the data source object.
- D. Create a junction object in Salesforce CRM and modify the ingestion strategy.

Answer: A

Explanation:

Batch transforms are a feature that allows creating new data lake objects based on existing data lake objects and applying transformations on them. This can be useful for splitting, merging, or reshaping data to fit the data model or business requirements. In this case, the consultant can use batch transforms to create a second data lake object that contains only the airline points from the original loyalty data object. The original object can be modified to contain only the hotel points. This way, the client can have two separate records for each point system and track and process them accordingly. References: Batch Transforms, Create a Batch Transform

NEW QUESTION # 114

A user is not seeing suggested values from newly-modeled data when building a segment. What is causing this issue?

- A. Value suggestion is still processing and to be available.
- B. Value suggestion requires Data Aware Specialist permissions at a minimum.
- C. Value suggestion will only return result for the first 50 values of a specific attribute.
- D. Value suggestion can only work on direct attributes and not related attributes.

Answer: A

Explanation:

Value suggestion is a feature that allows users to see suggested values for data model object (DMO) fields when creating segment filters. However, this feature can take up to 24 hours to process and display the values for newly-modeled data. Therefore, if a user is not seeing suggested values from newly-modeled data, it is likely that the value suggestion is still processing and will be available soon. The other options are incorrect because value suggestion does not require any specific permissions, can work on both direct and related attributes, and can return more than 50 values for a specific attribute, depending on the data type and frequency of the values. References: Use Value Suggestions in Segmentation, Data Cloud Limits and Guidelines

NEW QUESTION # 115

How does Data Cloud ensure data privacy and security?

- A. By securely storing data in an offsite server
- B. By enforcing and controlling consent references
- C. BY limiting data access to authorized admins
- D. By encrypting data at rest and in transit

Answer: D

Explanation:

Data Privacy and Security in Data Cloud:

Ensuring data privacy and security is paramount in Salesforce Data Cloud.

Reference: Salesforce Data Privacy and Security Overview

Key Security Measures:

Encrypting Data at Rest and in Transit:

Data encryption ensures that information is protected from unauthorized access both when stored and when transmitted.

Reference: Salesforce Encryption Documentation

Enforcing and Controlling Consent Preferences:

Consent management ensures that data usage complies with customer permissions and regulatory requirements.

Reference: Salesforce Consent Management Guide

Steps to Implement Security Measures:

Data Encryption:

Enable encryption for data at rest using Salesforce Shield.

Ensure TLS/SSL encryption is used for data in transit.

Consent Management:

Set up and enforce consent preferences within Data Cloud.

Regularly audit and update consent records.

Reference: Salesforce Shield Encryption and Consent Management Implementation Guide Practical Application:

Example: A financial institution uses encryption to secure customer financial data and manages consent to comply with GDPR.

Reference: Salesforce Data Privacy Case Studies

NEW QUESTION # 116

Cloud Kicks wants to be able to build a segment of customers who have visited its website within the previous 7 days.

Which filter operator on the Engagement Date field fits this use case?

- A. Next Number of Days
- B. Greater than Last Number of
- C. Is Between
- D. Last Number of Days

Answer: D

Explanation:

