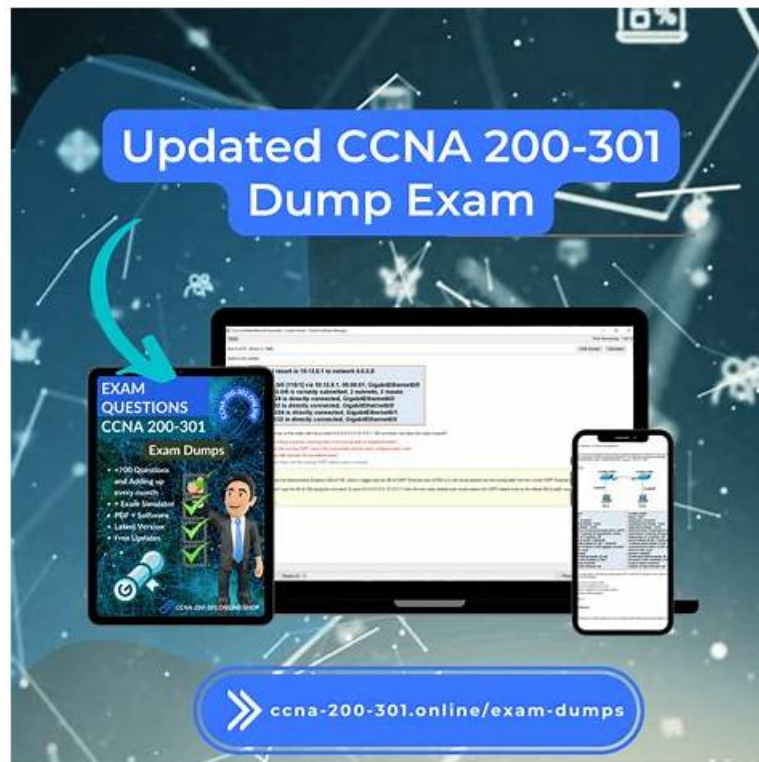


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## Salesforce Analytics-Con-301 Exam Syllabus Topics:

| Topic   | Details                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Topic 1 | <ul style="list-style-type: none"><li>• <b>Business Analysis:</b> 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 2 | <ul style="list-style-type: none"><li>• <b>Data Management:</b> This part focuses on establishing governance and support for published content. Tableau Consultants are expected to manage data security, publish and maintain data sources and workbooks, and oversee content access. It includes applying governance best practices, using metadata APIs, and supporting administration functions to maintain data integrity and accessibility.</li></ul>                                                                                                                         |
| Topic 3 | <ul style="list-style-type: none"><li>• <b>Data Analysis:</b> 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>                                                                                      |

|         |                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Topic 4 | <ul style="list-style-type: none"> <li>IT Management: This domain measures skills related to managing Tableau environments. It includes planning server upgrades, recommending deployment solutions (on-premise or cloud), and ensuring alignment between technical and business requirements for analytics infrastructure. It also involves troubleshooting and optimizing system performance relevant to Tableau Server and Cloud deployments.</li> </ul> |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

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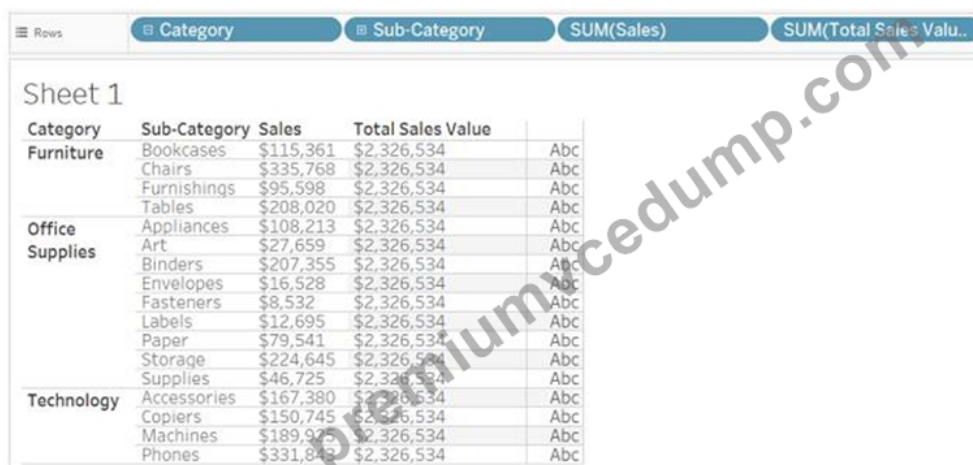
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### Salesforce Certified Tableau Consultant Sample Questions (Q45-Q50):

#### NEW QUESTION # 45

A client currently has a workbook with the table shown below.



| Category        | Sub-Category | Sales     | Total Sales Value |     |
|-----------------|--------------|-----------|-------------------|-----|
| Furniture       | Bookcases    | \$115,361 | \$2,326,534       | Abc |
|                 | Chairs       | \$335,768 | \$2,326,534       | Abc |
|                 | Furnishings  | \$95,598  | \$2,326,534       | Abc |
|                 | Tables       | \$208,020 | \$2,326,534       | Abc |
| Office Supplies | Appliances   | \$108,213 | \$2,326,534       | Abc |
|                 | Art          | \$27,659  | \$2,326,534       | Abc |
|                 | Binders      | \$207,355 | \$2,326,534       | Abc |
|                 | Envelopes    | \$16,528  | \$2,326,534       | Abc |
|                 | Fasteners    | \$8,532   | \$2,326,534       | Abc |
|                 | Labels       | \$12,695  | \$2,326,534       | Abc |
|                 | Paper        | \$79,541  | \$2,326,534       | Abc |
|                 | Storage      | \$224,645 | \$2,326,534       | Abc |
|                 | Supplies     | \$46,725  | \$2,326,534       | Abc |
|                 | Technology   | \$167,380 | \$2,326,534       | Abc |
| Technology      | Copiers      | \$150,745 | \$2,326,534       | Abc |
|                 | Machines     | \$189,925 | \$2,326,534       | Abc |
|                 | Phones       | \$331,843 | \$2,326,534       | Abc |

Which method will produce the output for the Total Sales Value field for all the categories shown in the table?

- A. Level of Detail (LOD) Calculation
- B. A Window Function
- C. Quick Table Calculation
- D. MAX() Function

**Answer: A**

**Explanation:**

To calculate the Total Sales Value for all categories as displayed in the table, an LOD expression is ideal. An LOD calculation in Tableau allows you to compute values at the data level that is different from the view level. In this case, since the Total Sales Value appears consistent across different sub-categories within each category, an LOD expression can be used to fix the Total Sales Value irrespective of the sub-category detail. Here's how to set it up:

Go to the Calculations area by right-clicking in the data pane and selecting "Create Calculated Field".

Enter a name for the calculation, such as "Total Sales Value".

Enter the LOD expression: { FIXED [Category] : SUM([Sales]) }. This calculation fixes the total sales to the category level, effectively summing sales for all sub-categories within each category, irrespective of how the data is broken down in the view.

Drag this new calculated field into your visualization alongside the existing measures.

This method ensures that the Total Sales Value reflects the total for each category across all its sub-categories, matching the uniform values shown across different rows for each category in your table.

## References

The explanation utilizes the concept of Level of Detail calculations in Tableau, which allows for advanced aggregations independent of the view level details. This concept is covered extensively in Tableau's official documentation and relevant training materials such as Tableau's online help resources.

### NEW QUESTION # 46

A client's dashboard has two sections dedicated to their shops and warehouses shown when a viewer chooses either shops or warehouses with a parameter.

There are a few quick filters that apply to both, while others apply to only shops or only warehouses.

Currently, the quick filters are all shown at the left side of the dashboard. The client wants to hide all filters, but when shown, make it easy for the viewer to find the quick filters that work for only shops or only warehouses.

Which solution should the consultant recommend that meets the client's needs and is most user-friendly?

- A. Hide container with all quick filters with a Show/Hide Button.
- **B. Use Dynamic Zone Visibility to show only the quick filters that apply with the chosen parameter value and a Show/Hide Button to hide container with all the filters.**
- C. Use Dynamic Zone Visibility to inform viewers which quick filters apply to warehouses or shops.
- D. Divide the quick filters into three groups: General, for shops. Place the general filters on the left of dashboard for warehouses. Place other filters next to the sections to which they apply.

**Answer: B**

Explanation:

The most user-friendly solution is to use Dynamic Zone Visibility in combination with a Show/Hide Button. This approach allows the dashboard to dynamically display only the relevant quick filters based on the viewer's selection of shops or warehouses, thus reducing clutter and focusing the user's attention on applicable filters. The Show/Hide Button further enhances the user experience by allowing viewers to toggle the visibility of the filter container, providing a clean and organized dashboard interface<sup>1</sup>.

References: Dynamic Zone Visibility is a feature in Tableau that enables dashboard elements to appear or disappear based on the value of a field or parameter<sup>1</sup>. This functionality is ideal for creating interactive and user-friendly dashboards that adapt to user interactions and selections<sup>1</sup>.

### NEW QUESTION # 47

A university has data on its undergraduate students and their majors by grade level (Freshman, Sophomore, Junior, Senior). The university is interested in visualizing the path students take as they change majors across grade levels.

Which visualization type should the consultant recommend?

- **A. Sankey Diagram**
- B. Tree Chart
- C. Chord Chart
- D. Radar Chart

**Answer: A**

Explanation:

To visualize the path students take as they change majors across different grade levels, a Sankey Diagram is highly effective. This type of visualization illustrates the flow and quantity between different stages or categories:

Sankey Diagram: It allows for a visual representation of students' movements between majors over time. Each flow's thickness is proportional to the number of students moving from one major to another, giving a clear, immediate visual cue of major popularity and student migration patterns.

To create a Sankey Diagram in Tableau, you typically need to prepare the data specifically for this type of chart. The data must include source (starting major), target (ending major), and the value (number of students). It often requires custom calculations and data reshaping to get the data in a format that a Sankey can use.

Once the data is prepared, you can use a combination of calculated fields, path binning, and line charts to simulate the flow effect in Tableau. External plugins or web-based integrations might also be employed for more direct implementations.

References

Sankey Diagrams are not natively supported in Tableau but can be implemented through creative use of data preparation and calculations, as suggested in advanced Tableau user communities and demonstrated in various Tableau public galleries.

### NEW QUESTION # 48

A company has a data source for sales transactions. The data source has the following characteristics:

- . Millions of transactions occur weekly.
- . The transactions are added nightly.
- . Incorrect transactions are revised every week on Saturday.
- \* The end users need to see up-to-date data daily.

A consultant needs to publish a data source in Tableau Server to ensure that all the transactions in the data source are available. What should the consultant do to create and publish the data?

- **A. Publish an incremental extract refresh every day and perform a full extract refresh every Saturday.**
- B. Publish an incremental refresh every Saturday.
- C. Publish a live connection to Tableau Server.
- D. Publish an incremental extract refresh every day and publish a secondary data set containing data revisions.

**Answer: A**

Explanation:

Given the need for up-to-date data on a daily basis and weekly revisions, the best approach is to use an incremental extract refresh daily to update the data source with new transactions. On Saturdays, when incorrect transactions are revised, a full extract refresh should be performed to incorporate all revisions and ensure the data's accuracy. This strategy allows end users to have access to the most current data throughout the week while also accounting for any necessary corrections<sup>12</sup>.

References: The solution is based on best practices for managing data sources in Tableau Server, which recommend using incremental refreshes for frequent updates and full refreshes when significant changes or corrections are made to the data<sup>12</sup>.

### NEW QUESTION # 49

A client is considering migrating from Tableau Server to Tableau Cloud.

Which two elements are determining factors of whether the client should use Tableau Server or Tableau Cloud? Choose two.

- A. Amount of data storage used on the client's existing server
- **B. Whether or not there are large numbers of concurrent extract refreshes**
- C. Whether or not the client needs the ability to connect to public, cloud-based data sources
- **D. Whether or not the client plans to leverage single sign-on (SSO)**

**Answer: B,D**

Explanation:

When considering a migration from Tableau Server to Tableau Cloud, two critical factors to consider are the client's need for single sign-on (SSO) and the volume of concurrent extract refreshes.

Single Sign-On (SSO): Tableau Cloud supports SSO, which can streamline user authentication and enhance security. If the client plans to leverage SSO, Tableau Cloud may be a suitable choice<sup>1</sup>.

Concurrent Extract Refreshes: The number of concurrent extract refreshes is a significant factor because it impacts performance and resource allocation. Tableau Server might be more appropriate if the client has a high volume of concurrent extract refreshes, as it allows for more control over the infrastructure to manage these workloads<sup>2</sup>.

References: The decision between Tableau Server and Tableau Cloud should be based on specific organizational needs, including security, compliance, performance, and scalability. The official Tableau resources provide guidance on these factors<sup>12</sup>. Additionally, discussions in the Tableau Community highlight the importance of considering these elements when choosing between Tableau Server and Tableau Cloud<sup>1</sup>.

### NEW QUESTION # 50

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