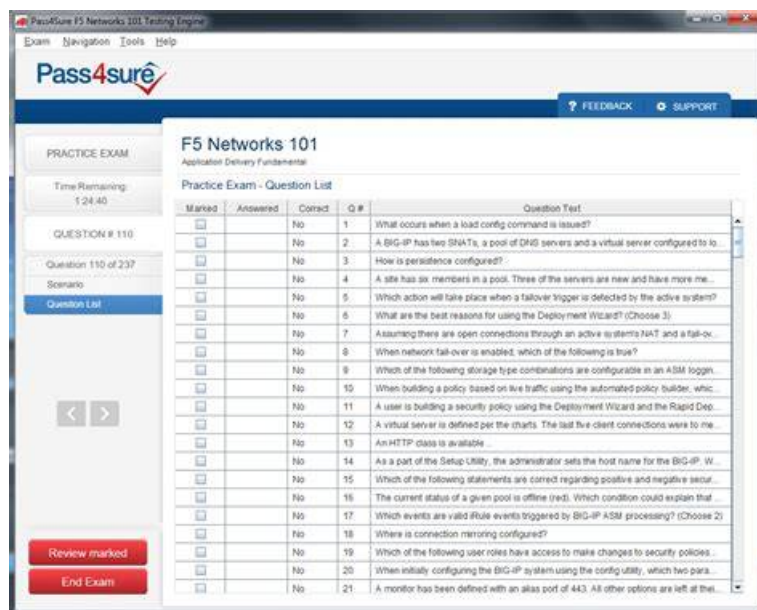


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Salesforce Data-Con-101 Exam Overview:

Certification Vendor:	Salesforce
Exam Name:	Salesforce Certified Data Cloud Consultant
Exam Number:	Data-Con-101
Available Languages:	English
Passing Score:	62%
Certificate Validity Period:	Maintenance required annually (Trailhead modules)
Real Exam Qty:	60 (plus up to 5 unscored questions)
Related Certifications:	Salesforce Certified AI Associate
Exam Price:	USD 200
Exam Duration:	105 minutes
Exam Format:	Multiple-select, Multiple-choice
Sample Questions:	Salesforce Data-Con-101 Sample Questions
Exam Way:	Online (Webassessor/PSI) or Onsite (Pearson VUE)
Pre Condition:	No hard prerequisites; recommended 2+ years of experience in data strategy and data modeling
Official Syllabus URL:	https://trailhead.salesforce.com/credentials/datacloudconsultant

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Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	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 2	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.
Topic 3	Act on Data: This domain focuses on leveraging Data Cloud data for downstream actions through activations and data actions. It covers working with attributes, managing timing dependencies, troubleshooting activation issues like errors and rejected counts, and understanding requirements for triggering automated processes.
Topic 4	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.

Salesforce Certified Data Cloud Consultant Sample Questions (Q60-Q65):

NEW QUESTION # 60

Where is value suggestion for attributes in segmentation enabled when creating the DMO?

- A. Data Stream Setup
- B. Data Transformation
- **C. Segment Setup**
- D. Data Mapping

Answer: C

Explanation:

Value suggestion for attributes in segmentation is a feature that allows you to see and select the possible values for a text field when creating segment filters. You can enable or disable this feature for each data model object (DMO) field in the DMO record home. Value suggestion can be enabled for up to 500 attributes for your entire org. It can take up to 24 hours for suggested values to appear. To use value suggestion when creating segment filters, you need to drag the attribute onto the canvas and start typing in the Value field for an attribute. You can also select multiple values for some operators. Value suggestion is not available for attributes with more than 255 characters or for relationships that are one-to-many (1:N). References: Use Value Suggestions in Segmentation, Considerations for Selecting Related Attributes

NEW QUESTION # 61

Northern Trail Outfitters (NTO) wants to connect their B2C Commerce data with Data Cloud and bring two years of transactional history into Data Cloud.

What should NTO use to achieve this?

- A. B2C Commerce Starter Bundles
- B. Direct Sales Product entity ingestion
- **C. B2C Commerce Starter Bundles plus a custom extract**
- D. Direct Sales Order entity ingestion

Answer: C

Explanation:

The B2C Commerce Starter Bundles are predefined data streams that ingest order and product data from B2C Commerce into Data Cloud. However, the starter bundles only bring in the last 90 days of data by default. To bring in two years of transactional history, NTO needs to use a custom extract from B2C Commerce that includes the historical data and configure the data stream to use the custom extract as the source. The other options are not sufficient to achieve this because:

- A). B2C Commerce Starter Bundles only ingest the last 90 days of data by default.
- B). Direct Sales Order entity ingestion is not a supported method for connecting B2C Commerce data with Data Cloud. Data Cloud does not provide a direct-access connection for B2C Commerce data, only data ingestion.
- C). Direct Sales Product entity ingestion is not a supported method for connecting B2C Commerce data with Data Cloud. Data Cloud does not provide a direct-access connection for B2C Commerce data, only data ingestion. References: Create a B2C Commerce Data Bundle - Salesforce, B2C Commerce Connector - Salesforce, Salesforce B2C Commerce Pricing Plans & Costs

NEW QUESTION # 62

Northern Trail Outfitters (NTO) is getting ready to start ingesting its CRM data into Data Cloud.

While setting up the connector, which type of refresh should NTO expect when the data stream is deployed for the first time?

- A. Partial refresh
- B. Manual refresh
- C. Full refresh
- D. Incremental

Answer: C

Explanation:

Data Stream Deployment: When setting up a data stream in Salesforce Data Cloud, the initial deployment requires a comprehensive data load.

Types of Refreshes:

Incremental Refresh: Only updates with new or changed data since the last refresh.

Manual Refresh: Requires a user to manually initiate the data load.

Partial Refresh: Only a subset of the data is refreshed.

Full Refresh: Loads the entire dataset into the system.

First-Time Deployment: For the initial deployment of a data stream, a full refresh is necessary to ensure all data from the source system is ingested into Salesforce Data Cloud.

References:

Salesforce Documentation: Data Stream Setup

Salesforce Data Cloud Guide

NEW QUESTION # 63

Northern Trail Outfitters wants to be able to calculate each customer's lifetime value {LTV} but also create breakdowns of the revenue sourced by website, mobile app, and retail channels.

What should a consultant use to address this use case in Data Cloud?

- A. Nested segments
- B. Metrics on metrics
- C. Flow Orchestration
- D. Streaming data transform

Answer: B

Explanation:

Metrics on metrics is a feature that allows creating new metrics based on existing metrics and applying mathematical operations on them. This can be useful for calculating complex business metrics such as LTV, ROI, or conversion rates. In this case, the consultant can use metrics on metrics to calculate the LTV of each customer by summing up the revenue generated by them across different channels. The consultant can also create breakdowns of the revenue by channel by using the channel attribute as a dimension in the metric definition. References: Metrics on Metrics, Create Metrics on Metrics

NEW QUESTION # 64

Which configuration change should a consultant consider in order to increase the consolidation rate?

- Answer: A**

By increasing the number of match rules, you can increase the chances of finding matches between source profiles and thus increase the consolidation rate. On the other hand, changing reconciliation rules, including additional attributes, or reducing the number of match rules can decrease the consolidation rate, as they can either reduce the number of matches or increase the number of unified profiles. References: Identity Resolution Calculated Insight: Consolidation Rates for Unified Profiles, Identity Resolution Ruleset Processing Results, Configure Identity Resolution Rulesets

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