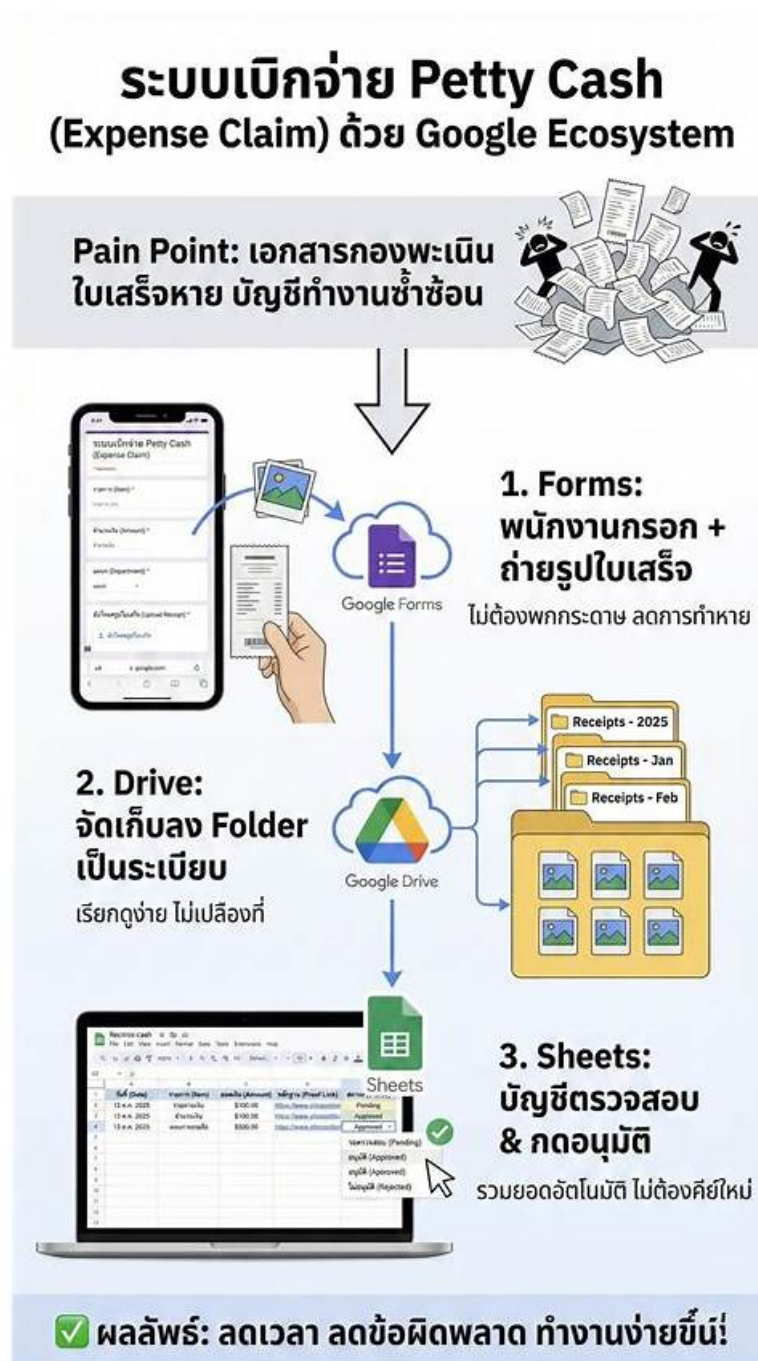


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Salesforce Certified Data Architect Sample Questions (Q241-Q246):

NEW QUESTION # 241

Universal Containers has been a customer of Salesforce for 10 years. Currently they have 2 million accounts in the system. Due to an erroneous integration built 3 years ago, it is estimated there are 500,000 duplicates in the system.

Which solution should a data architect recommend to remediate the duplication issue?

- A. Extract the data using data loader and use excel to merge the duplicate records
- B. Utilize a data warehouse as the system of truth
- **C. Implement duplicate rules**
- D. Develop an ETL process that utilizes the merge API to merge the duplicate records

Answer: C

Explanation:

Implementing duplicate rules (option D) is the best solution to remediate the duplication issue, as it allows the data architect to identify and merge duplicate accounts in Salesforce using native features and tools.

Developing an ETL process that utilizes the merge API to merge the duplicate records (option A) is not a good solution, as it may require more coding and testing effort, and it does not prevent duplicates from being created in Salesforce. Utilizing a data warehouse as the system of truth (option B) is also not a good solution, as it may introduce additional complexity and cost, and it does not address the duplication issue in Salesforce.

Extracting the data using data loader and using excel to merge the duplicate records (option C) is also not a good solution, as it may be time-consuming and error-prone, and it does not prevent duplicates from being created in Salesforce.

NEW QUESTION # 242

Northern Trail Outfitters (NTO) wants to start a loyalty program to reward repeat customers. The program will track every item a customer has bought and grants them points for discounts. The following conditions will exist upon implementation:

Data will be used to drive marketing and product development initiatives.

NTO estimates that the program will generate 100 million rows of data monthly.

NTO will use Salesforce's Einstein Analytics and Discovery to leverage their data and make business and marketing decisions.

What should the Data Architect do to store, collect, and use the reward program data?

- **A. Have Einstein connect to the point of sales system to capture the Reward Program data.**
- B. Create a custom object in Salesforce that will be used to capture the Reward Program data.
- C. Create a custom big object in Salesforce which will be used to capture the Reward Program data for consumption by Einstein.
- D. Create a big object in Einstein Analytics to capture the Loyalty Program data.

Answer: A

NEW QUESTION # 243

Universal Containers (UC) is migrating from a legacy system to Salesforce CRM, UC is concerned about the quality of data being entered by users and through external integrations.

Which two solutions should a data architect recommend to mitigate data quality issues?

- A. Leverage validation rules and workflows.
- B. Leverage picklist and lookup fields where possible
- C. Leverage third-party- AppExchange tools
- D. Leverage Apex to validate the format of data being entered via a mobile device.

Answer: A,B

Explanation:

According to the Salesforce documentation¹, data quality is the measure of how well the data in Salesforce meets the expectations and requirements of the users and stakeholders. Data quality can be affected by various factors, such as data entry errors, data duplication, data inconsistency, data incompleteness, data timeliness, etc. To mitigate data quality issues, some of the recommended solutions are:

Leverage picklist and lookup fields where possible (option A). This means using fields that restrict the values or references that can be entered by the users or integrations. This can help reduce data entry errors, enforce data consistency, and improve data accuracy.

Leverage validation rules and workflows (option C). This means using features that allow defining rules and criteria to validate the data that is entered or updated by the users or integrations. This can help prevent invalid or incorrect data from being saved, and trigger actions or alerts to correct or improve the data.

Leveraging Apex to validate the format of data being entered via a mobile device (option B) is not a good solution, as it can be complex, costly, and difficult to maintain. It is better to use standard features or declarative tools that can handle data validation more effectively. Leveraging third-party AppExchange tools (option D) is also not a good solution, as it can incur additional costs and dependencies. It is better to use native Salesforce features or custom solutions that can handle data quality more efficiently.

NEW QUESTION # 244

Cloud Kicks has the following requirements:

- * Their Shipment custom object must always relate to a Product, a Sender, and a Receiver (all separate custom objects).
- * If a Shipment is currently associated with a Product, Sender, or Receiver, deletion of those records should not be allowed.
- * Each custom object must have separate sharing models.

What should an Architect do to fulfill these requirements?

- A. Create two Master-Detail and one Lookup relationship to the parent records.
- B. Create a required Lookup relationship to each of the three parent records.
- C. Create a Master-Detail relationship to each of the three parent records.
- D. Associate the Shipment to each parent record by using a VLOOKUP formula field.

Answer: B

NEW QUESTION # 245

Universal Containers (UC) has a custom discount request object set as a detail object with a custom product object as the master. There is a requirement to allow the creation of generic discount requests without the custom product object as its master record. What solution should an Architect recommend to UC?

- A. Mandate the selection of a custom product for each discount request.
- B. Create a placeholder product record for the generic discount request.
- C. Remove the master-detail relationship and keep the objects separate.
- D. Change the master-detail relationship to a lookup relationship.

Answer: D

Explanation:

Changing the master-detail relationship to a lookup relationship is the best solution for allowing the creation of generic discount requests without the custom product object as its master record. A lookup relationship allows you to create child records without

requiring a parent record. It also gives you more flexibility in defining the sharing and security settings for each object

NEW QUESTION # 246

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