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Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> • 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 2	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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 4	<ul style="list-style-type: none"> • 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 5	<ul style="list-style-type: none"> • 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.

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Salesforce Certified Data Cloud Consultant Sample Questions (Q125-Q130):

NEW QUESTION # 125

Northern Trail Outfitters wants to create a segment with customers that have purchased in the last 24 hours.

The segment data must be as up to date as possible.

What should the consultant Implement when creating the segment?

- A. Use standard segment with a publish interval of 30 minutes.
- B. Use rapid segments with a publish interval of 1 hour.
- **C. Use streaming insights for near real-time segmentation results.**
- D. Use Einstein segmentation optimization to collect data from the last 24 hours.

Answer: C

Explanation:

To address Northern Trail Outfitters' requirement of creating a segment with customers who have purchased in the last 24 hours, while ensuring the data is as up to date as possible, streaming insights is the most appropriate solution. Here's why:

Understanding Streaming Insights : Salesforce Data Cloud provides Streaming Insights , which enables near real-time data processing and segmentation. This feature allows businesses to capture and act on customer interactions or transactions almost instantly, making it ideal for time-sensitive use cases like identifying recent purchasers.

Why Not Other Options?

Option B (Einstein Segmentation Optimization) : Einstein Segmentation Optimization focuses on improving segment performance using AI but does not inherently provide near real-time data updates. It is more about refining existing segments rather than ensuring low-latency data availability.

Option C (Rapid Segments with a Publish Interval of 1 Hour) : Rapid Segments are faster than standard segments but still involve a delay due to the publish interval. A 1-hour interval would not meet the "as up to date as possible" requirement.

Option D (Standard Segment with a Publish Interval of 30 Minutes) : Standard segments are processed less frequently and typically involve longer delays. Even with a 30-minute interval, this option cannot match the near real-time capabilities of streaming insights.

How Streaming Insights Works :

Streaming Insights processes data from connected sources (e.g., CRM, external systems) in near real-time.

When a customer makes a purchase, the transaction data is ingested into Data Cloud and immediately available for segmentation.

The consultant can configure a segment rule to include only customers whose purchase timestamp falls within the last 24 hours.

Salesforce Documentation Reference : According to Salesforce's official Data Cloud documentation, Streaming Insights is designed for scenarios where timely data is critical. It ensures that segments reflect the latest customer behavior without significant delays,

aligning perfectly with Northern Trail Outfitters' needs.

NEW QUESTION # 126

A customer wants to create segments of users based on their Customer Lifetime Value. However, the source data that will be brought into Data Cloud does not include that key performance indicator (KPI). Which sequence of steps should the consultant follow to achieve this requirement?

- A. Ingest Data > Create Calculated Insight > Map Data to Data Model > Use in Segmentation
- **B. Ingest Data > Map Data to Data Model > Create Calculated Insight > Use in Segmentation**
- C. Create Calculated Insight > Ingest Data > Map Data to Data Model > Use in Segmentation
- D. Create Calculated Insight > Map Data to Data Model > Ingest Data > Use in Segmentation

Answer: B

Explanation:

To create segments of users based on their Customer Lifetime Value (CLV), the sequence of steps that the consultant should follow is Ingest Data > Map Data to Data Model > Create Calculated Insight > Use in Segmentation. This is because the first step is to ingest the source data into Data Cloud using data streams¹. The second step is to map the source data to the data model, which defines the structure and attributes of the data². The third step is to create a calculated insight, which is a derived attribute that is computed based on the source or unified data³. In this case, the calculated insight would be the CLV, which can be calculated using a formula or a query based on the sales order data⁴. The fourth step is to use the calculated insight in segmentation, which is the process of creating groups of individuals or entities based on their attributes and behaviors. By using the CLV calculated insight, the consultant can segment the users by their predicted revenue from the lifespan of their relationship with the brand. The other options are incorrect because they do not follow the correct sequence of steps to achieve the requirement. Option B is incorrect because it is not possible to create a calculated insight before ingesting and mapping the data, as the calculated insight depends on the data model objects³. Option C is incorrect because it is not possible to create a calculated insight before mapping the data, as the calculated insight depends on the data model objects³. Option D is incorrect because it is not recommended to create a calculated insight before mapping the data, as the calculated insight may not reflect the correct data model structure and attributes³. References: Data Streams Overview, Data Model Objects Overview, Calculated Insights Overview, Calculating Customer Lifetime Value (CLV) With Salesforce, [Segmentation Overview]

NEW QUESTION # 127

A customer has multiple team members who create segment audiences that work in different time zones. One team member works at the home office in the Pacific time zone, that matches the org Time Zone setting. Another team member works remotely in the Eastern time zone. Which user will see their home time zone in the segment and activation schedule areas?

- A. Neither team member; Data Cloud shows all schedules in GMT.
- B. The team member in the Pacific time zone.
- **C. Both team members; Data Cloud adjusts the segment and activation schedules to the time zone of the logged-in user**
- D. The team member in the Eastern time zone.

Answer: C

Explanation:

The correct answer is D, both team members; Data Cloud adjusts the segment and activation schedules to the time zone of the logged-in user. Data Cloud uses the time zone settings of the logged-in user to display the segment and activation schedules. This means that each user will see the schedules in their own home time zone, regardless of the org time zone setting or the location of other team members. This feature helps users to avoid confusion and errors when scheduling segments and activations across different time zones. The other options are incorrect because they do not reflect how Data Cloud handles time zones. The team member in the Pacific time zone will not see the same time zone as the org time zone setting, unless their personal time zone setting matches the org time zone setting. The team member in the Eastern time zone will not see the schedules in the org time zone setting, unless their personal time zone setting matches the org time zone setting. Data Cloud does not show all schedules in GMT, but rather in the user's local time zone. References:

Data Cloud Time Zones

Change default time zones for Users and the organization

Change your time zone settings in Salesforce, Google & Outlook

Date/Time field and Time Zone Settings in Salesforce

NEW QUESTION # 128

Which two common use cases can be addressed with Data Cloud?

Choose 2 answers

- A. Safeguard critical business data by serving as a centralized system for backup and disaster recovery.
- B. Understand and act upon customer data to drive more relevant experiences.
- C. Harmonize data from multiple sources with a standardized and extendable data model.
- D. Govern enterprise data lifecycle through a centralized set of policies and processes.

Answer: B,C

Explanation:

Data Cloud is a data platform that can help customers connect, prepare, harmonize, unify, query, analyze, and act on their data across various Salesforce and external sources. Some of the common use cases that can be addressed with Data Cloud are: Understand and act upon customer data to drive more relevant experiences. Data Cloud can help customers gain a 360-degree view of their customers by unifying data from different sources and resolving identities across channels. Data Cloud can also help customers segment their audiences, create personalized experiences, and activate data in any channel using insights and AI. Harmonize data from multiple sources with a standardized and extendable data model. Data Cloud can help customers transform and cleanse their data before using it, and map it to a common data model that can be extended and customized. Data Cloud can also help customers create calculated insights and related attributes to enrich their data and optimize identity resolution. The other two options are not common use cases for Data Cloud. Data Cloud does not provide data governance or backup and disaster recovery features, as these are typically handled by other Salesforce or external solutions.

Learn How Data Cloud Works

About Salesforce Data Cloud

Discover Use Cases for the Platform

Understand Common Data Analysis Use Cases

NEW QUESTION # 129

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

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 # 130

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