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Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Business Consulting: For Tableau Consultants, this section involves designing and troubleshooting calculations and workbooks to meet advanced analytical use cases. It covers selecting appropriate chart types, applying Tableau's order of operations in calculations, building interactivity into dashboards, and optimizing workbook performance by resolving resource-intensive queries and other design-related issues.
Topic 2	<ul style="list-style-type: none">• Data Visualization: This section evaluates the Tableau Consultant's ability to design effective visual analytics solutions. It involves creating dashboards and visual reports that enhance user understanding, employing techniques like dynamic actions and advanced chart types, and ensuring performance optimization for an interactive user experience.
Topic 3	<ul style="list-style-type: none">• Data Analysis: 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.

Topic 4	<ul style="list-style-type: none"> • Business Analysis: 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.
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Salesforce Certified Tableau Consultant Sample Questions (Q91-Q96):

NEW QUESTION # 91

An online sales company has a table data source that contains Order Date. Products ship on the first day of each month for all orders from the previous month.

The consultant needs to know the average number of days that a customer must wait before a product is shipped.

Which calculation should the consultant use?

- A. Calc1: DATETRUNC ('day', DATEADD ('day', 31, [Order Date]))
Calc2: AVG ([Order Date] - [Calc1])
- **B. Calc1: DATETRUNC ('month', DATEADD ('month', 1, [Order Date]))
Calc2: AVG(DATEDIFF ('day', [Order Date], [Calc1]))**
- C. Calc1: DATETRUNC ('day', DATEADD ('week', 4, [Order Date]))
Calc2: AVG([Order Date] - [Calc1])
- D. Calc1: DATETRUNC ('month', DATEADD ('month', 1, [Order Date]))
Calc2: AVG(DATEDIFF ('week', [Order Date], [Calc1]))

Answer: B

Explanation:

The correct calculation to determine the average number of days a customer must wait before a product is shipped is to first find the shipping date, which is the first day of the following month after the order date.

This is done using DATETRUNC('month', DATEADD('month', 1, [Order Date])). Then, the average difference in days between the order date and the shipping date is calculated using AVG(DATEDIFF('day', [Order Date], [Calc1])). This approach ensures that the average wait time is calculated in days, which is the most precise measure for this scenario.

References: The solution is based on Tableau's date functions and their use in calculating differences between dates, which are well-documented in Tableau's official learning resources and consultant documents12.

To calculate the average waiting days from order placement to shipping, where shipping occurs on the first day of the following month:

Calculate Shipping Date (Calc1): Use the DATEADD function to add one month to the order date, then apply DATETRUNC to truncate this date to the first day of that month. This represents the shipping date for each order.

Calculate Average Wait Time (Calc2): Use DATEDIFF to calculate the difference in days between the original order date and the calculated shipping date (Calc1). Then, use AVG to average these differences across all orders, giving the average number of days customers wait before their products are shipped.

References:

Date Functions in Tableau: Functions like DATEADD, DATETRUNC, and DATEDIFF are used to manipulate and calculate differences between dates, crucial for creating metrics that depend on time intervals, such as customer wait times in this scenario.

NEW QUESTION # 92

Task 6

From the desktop, open the **NYC Property Transactions** workbook.

You need to record the performance of the Property Transactions dashboard in the NYC Property Transactions.twbx workbook. Ensure that you start the recording as soon as you open the workbook. Open the **Property Transactions** dashboard, reset the filters on the dashboard to show all values, and stop the recording. Save the recording in C:\CC\Data\.

Create a new worksheet in the performance recording. In the worksheet, create a bar chart to show the elapsed time of each command name by worksheet, to show how each sheet in the Property Transactions dashboard contributes to the overall load time.

From the File menu in Tableau Desktop, click **Save**. Save the performance recording in C:\CC\Data\.

From the desktop, open the NYC Property Transactions workbook. You need to record the performance of the Property Transactions dashboard in the NYC Property Transactions.twbx workbook. Ensure that you start the recording as soon as you open the workbook. Open the Property Transactions dashboard, reset the filters on the dashboard to show all values, and stop the recording. Save the recording in C:\CC\Data\.

Create a new worksheet in the performance recording. In the worksheet, create a bar chart to show the elapsed time of each command name by worksheet, to show how each sheet in the Property Transactions dashboard contributes to the overall load time.

From the File menu in Tableau Desktop, click Save. Save the performance recording in C:\CC\Data\.

Answer:

Explanation:

See the complete Steps below in Explanation:

Explanation:

To record the performance of the Property Transactions dashboard in the NYC Property Transactions.twbx workbook and analyze it using a bar chart, follow these detailed steps:

- * Open the NYC Property Transactions Workbook:
- * From the desktop, double-click the NYC Property Transactions.twbx workbook to open it in Tableau Desktop.
- * Start Performance Recording:
- * Before doing anything else, navigate to the 'Help' menu in Tableau Desktop.
- * Select 'Settings and Performance', then choose 'Start Performance Recording'.
- * Open the Property Transactions Dashboard and Reset Filters:
- * Navigate to the Property Transactions dashboard within the workbook.
- * Reset all filters to show all values. This usually involves selecting the dropdown on each filter and choosing 'All' or using a 'Reset' button if available.

- * Stop the Performance Recording:
- * Go back to the 'Help' menu.
- * Choose 'Settings and Performance', then select 'Stop Performance Recording'.
- * Tableau will automatically open a new tab displaying the performance recording results.
- * Save the Performance Recording:
- * In the performance recording results tab, go to the 'File' menu.
- * Click 'Save As' and navigate to the C:\CC\Data\ directory.
- * Save the file, ensuring it is stored in the desired location.
- * Create a New Worksheet for Performance Analysis:
- * Return to the NYC Property Transactions workbook and create a new worksheet by clicking on the 'New Worksheet' icon.
- * Drag the 'Command Name' field to the Columns shelf.
- * Drag the 'Elapsed Time' field to the Rows shelf.
- * Ensure that the 'Worksheet' field is also included in the analysis to break down the time by individual sheets within the dashboard.
- * Choose 'Bar Chart' from the 'Show Me' options to display the data as a bar chart.
- * Customize and Finalize the Bar Chart:
- * Adjust the axes and labels to clearly display the information.
- * Format the chart to enhance readability, applying color coding or sorting as needed to emphasize sheets with longer load times.
- * Save Your Work:
- * Once the new worksheet and the performance recording are complete, ensure all work is saved.
- * Navigate to the 'File' menu and click 'Save', confirming that changes are stored in the workbook.

References:

Tableau Help Documentation: Provides guidance on how to start and stop performance recordings and analyze them.

Tableau Visualization Techniques: Offers tips on creating effective bar charts for performance data.

By following these steps, you have successfully recorded and analyzed the performance of the Property Transactions dashboard, providing valuable insights into how each component of the dashboard contributes to the overall load time. This analysis is crucial for optimizing dashboard performance and ensuring efficient data visualization.

NEW QUESTION # 93

A consultant migrated a data source to improve performance. The consultant wants to identify which workbooks need to be updated to point to the new data source.

Which Tableau tool should the consultant use?

- A. Activity Log
- B. Data Management
- C. Prep Conductor
- **D. Tableau Advanced Management**

Answer: D

Explanation:

To identify which workbooks need to be updated to point to a new data source after a migration, a consultant should use Tableau Advanced Management. This component of Tableau provides comprehensive management capabilities including the ability to track workbook dependencies and data source usage across your entire Tableau environment. Using Tableau Advanced Management allows consultants to assess the impact of changes in the data source on connected workbooks and efficiently manage updates.

NEW QUESTION # 94

A consultant wants to improve the performance of reports by moving calculations to the data layer and materializing them in the extract.

Which calculation should the consultant use?

- **A. SUM([Profit])/SUM([Sales])**
- B. CASE [Sector Parameter]
WHEN 1 THEN "green"
WHEN 2 THEN "yellow"
- C. ZN([Sales])*(1 - ZN([Discount]))
- D. POWER(ZN(SUM([Sales]))/
LOOKUP(ZN(SUM([Sales])), FIRST()),ZN(1/(INDEX()-1)))- 1END

Answer: A

Explanation:

To improve performance by moving calculations to the data layer and materializing them in the extract, the consultant should choose calculations that benefit from pre-computation and significantly reduce the load during query time:

- * Aggregation-Level Calculation: The formula $\text{SUM}([\text{Profit}])/\text{SUM}([\text{Sales}])$ calculates a ratio at an aggregate level, which is ideal for pre-computation. Materializing this calculation in the extract means that the complex division operation is done once and stored, rather than being recalculated every time the report is accessed.

- * Performance Improvement: By pre-computing this aggregate ratio, Tableau can utilize the pre-calculated fields directly in visualizations, which speeds up report loading and interaction times as the heavy lifting of data processing is done during the data preparation stage.

References:

Materialization in Extracts: This concept involves pre-calculating and storing complex aggregations or calculations within the Tableau data extract itself, improving performance by reducing the computational load during visualization rendering.

NEW QUESTION # 95

From the desktop, open the CC workbook.

Open the Manufacturers worksheet.

The Manufacturers worksheet is used to analyze the quantity of items contributed by each manufacturer.

You need to modify the Percent Contribution calculated field to use a Level of Detail (LOD) expression that calculates the percentage contribution of each manufacturer to the total quantity.

Enter the percentage for Newell to the nearest hundredth of a percent into the Newell % Contribution parameter.

From the File menu in Tableau Desktop, click Save.

Answer:

Explanation:

See the complete Steps below in Explanation:

Explanation:

To modify the Percent Contribution calculated field to use a Level of Detail (LOD) expression and accurately calculate the percentage contribution of each manufacturer to the total quantity, follow these steps:

- * Open the CC Workbook and Access the Worksheet:

- * Double-click on the CC workbook from the desktop to open it in Tableau Desktop.

- * Navigate to the Manufacturers worksheet by selecting its tab at the bottom of the window.

- * Modify the Percent Contribution Calculated Field:

- * Navigate to the Data pane and find the "Percent Contribution" calculated field.

- * Right-click on the "Percent Contribution" field and select 'Edit'.

- * Modify the formula to incorporate an LOD expression that calculates the total quantity across all manufacturers and the specific quantity per manufacturer:

$\{\text{FIXED} [\text{Manufacturer}]: \text{SUM}([\text{Quantity}])\} / \{\text{SUM}([\text{Quantity}])\}$

- * This formula uses $\{\text{FIXED} [\text{Manufacturer}]: \text{SUM}([\text{Quantity}])\}$ to compute the total quantity contributed by each manufacturer, regardless of other dimensions in the view. The total quantity

$\{\text{SUM}([\text{Quantity}])\}$ calculates the grand total across all manufacturers. The division calculates the percentage contribution.

- * Click 'OK' to save the updated calculated field.

- * Enter Percentage for Newell:

- * With the updated "Percent Contribution" field, drag it onto the view to update the chart or table.

- * Identify the value corresponding to 'Newell' in the updated visualization.

- * Round this value to the nearest hundredth of a percent as required.

- * Enter this value into the "Newell % Contribution" parameter. To do this, locate the parameter in the Data pane or on the dashboard, right-click it, and choose 'Edit'. Enter the calculated percentage for Newell.

- * Save Your Changes:

- * From the File menu, click 'Save' to store all the modifications you have made to the workbook.

References:

Tableau Desktop User Guide: Provides comprehensive instructions on managing calculated fields and parameters, ensuring accurate data analysis.

Moreover, updating the parameter with Newell's specific contribution rounds out the task by reflecting precise data inputs for reporting or further analysis.

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