

完璧Data-Con-101 | 100%合格率のData-Con-101試験 関連情報試験 | 試験の準備方法Salesforce Certified Data Cloud Consultant日本語版復習資料



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トピック	出題範囲
トピック 1	データの取り込みとモデリング: この領域では、データクラウドへのデータの取り込み、そして変換、様々なソースからの取り込み、そしてデータマッピングを通して適切な構造化について扱います。特に、ID解決をサポートするためのデータモデリングと、利用可能なツールを用いた取り込みデータの検証に関するベストプラクティスを重視します。
トピック 2	データに基づく行動: このドメインは、アクティベーションとデータアクションを通じて、データクラウドのデータを活用し、下流のアクションに活用することに焦点を当てています。属性の操作、タイミングの依存関係の管理、エラーや拒否数などのアクティベーションに関する問題のトラブルシューティング、自動化プロセスをトリガーするための要件の理解などを網羅しています。
トピック 3	アイデンティティ解決: このドメインでは、マッチングとリコンシリエーションのプロセスを通じて統合された顧客プロファイルを作成する方法を考察します。ルールセットがレコードのリンクを決定する方法、競合するデータを解決する方法、そして統合されたアイデンティティの成果とユースケースを理解する方法について説明します。

>>> Data-Con-101試験関連情報 <<<

便利なData-Con-101試験関連情報試験-試験の準備方法-有効的なData-Con-101日本語版復習資料

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Salesforce Certified Data Cloud Consultant 認定 Data-Con-101 試験問題 (Q65-Q70):

質問 # 65

Which information is provided in a .csv file when activating to Amazon S3?

- **A. The activated data payload**
- B. The manifest of origin sources within Data Cloud
- C. The metadata regarding the segment definition
- D. An audit log showing the user who activated the segment and when it was activated

正解: A

解説:

When activating to Amazon S3, the information that is provided in a .csv file is the activated data payload. The activated data payload is the data that is sent from Data Cloud to the activation target, which in this case is an Amazon S3 bucket¹. The activated data payload contains the attributes and values of the individuals or entities that are included in the segment that is being activated². The activated data payload can be used for various purposes, such as marketing, sales, service, or analytics³. The other options are incorrect because they are not provided in a .csv file when activating to Amazon S3. Option A is incorrect because an audit log is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Activation History tab⁴. Option C is incorrect because the metadata regarding the segment definition is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Segmentation tab⁵. Option D is incorrect because the manifest of origin sources within Data Cloud is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Data Sources tab. References: Data Activation Overview, Create and Activate Segments in Data Cloud, Data Activation Use Cases, View Activation History, Segmentation Overview, [Data Sources Overview]

質問 # 66

If a data source does not have a field that can be designated as a primary key, what should the consultant do?

- A. Remove duplicates from the data source and then select a primary key.
- B. Select a field as a primary key and then add a key qualifier.
- C. Use the default primary key recommended by Data Cloud.
- **D. Create a composite key by combining two or more source fields through a formula field.**

正解: D

解説:

Understanding Primary Keys in Salesforce Data Cloud:

A primary key is a unique identifier for records in a data source. It ensures that each record can be uniquely identified and accessed.

Reference: Salesforce Primary Key Documentation

Challenges with Missing Primary Keys:

Some data sources may lack a natural primary key, making it difficult to uniquely identify records.

Reference: Salesforce Data Integration Guide

Solution: Creating a Composite Key:

Composite Key Definition: A composite key is created by combining two or more fields to generate a unique identifier.

Formula Fields: Using a formula field, different fields can be concatenated to create a unique composite key.

Example: If "Email" and "Phone Number" together uniquely identify a record, a formula field can concatenate these values to form a composite key.

Reference: Salesforce Composite Key Creation Guide

Steps to Create a Composite Key:

Identify fields that, when combined, can uniquely identify each record.

Create a formula field that concatenates these fields.

Use this composite key as the primary key for the data source in Data Cloud.

Reference: Salesforce Formula Field Documentation

質問 # 67

A consultant needs to create a data graph based on several DLOs,
Which step should the consultant take to make this work?

- A. Batch transform the DLOs to multiple DMOs and activate these with the data graph.
- **B. Map the DLOS to DMOS and use these in the data graph.**
- C. Map the DLOs directly to a data graph.
- D. Use a data action to update the data graph with the DLO data

正解: B

解説:

To create a data graph based on several Data Lake Objects (DLOs) , the consultant should map the DLOs to Data Model Objects (DMOs) and use these in the data graph. Here's why:

Understanding Data Graphs

A data graph in Salesforce Data Cloud represents relationships between entities (e.g., customers, accounts, orders) and their attributes.

It is built using Data Model Objects (DMOs) , which provide a standardized structure for unified profiles and related data.

Why Map DLOs to DMOs?

Role of DLOs and DMOs :

DLOs are raw data sources ingested into Data Cloud.

DMOs are standardized objects used for identity resolution and unified profiles.

Mapping DLOs to DMOs ensures that raw data is transformed into a structured format suitable for data graphs.

Building the Data Graph :

Once the DLOs are mapped to DMOs, the consultant can use the DMOs to define relationships and build the data graph.

This approach ensures consistency and alignment with the unified data model.

Other Options Are Less Suitable :

A). Use a data action to update the data graph with the DLO data : Data actions are used for triggering workflows, not for building data graphs.

C). Map the DLOs directly to a data graph : DLOs cannot be directly mapped to a data graph; they must first be transformed into DMOs.

D). Batch transform the DLOs to multiple DMOs and activate these with the data graph : This is overly complex and unnecessary when mapping DLOs to DMOs suffices.

Steps to Create the Data Graph

Step 1: Map DLOs to DMOs

Navigate to Data Cloud > Data Streams and map the relevant fields from the DLOs to the corresponding DMOs.

Step 2: Define Relationships

Use the Data Model tab to define relationships between DMOs (e.g., linking Individuals to Accounts).

Step 3: Build the Data Graph

Use the mapped DMOs to create the data graph, defining nodes (entities) and edges (relationships).

Step 4: Validate the Graph

Test the data graph to ensure it accurately represents the desired relationships and data flow.

Conclusion

The consultant should map the DLOs to DMOs and use these in the data graph to ensure a structured and consistent approach to building relationships between entities.

質問 # 68

A consultant has an activation that is set to publish every 12 hours, but has discovered that updates to the data prior to activation are delayed by up to 24 hours.

Which two areas should a consultant review to troubleshoot this issue?

Choose 2 answers

- A. Review calculated insights to make sure they're run after the segments are refreshed.
- **B. Review segments to ensure they're refreshed after the data is ingested.**
- C. Review data transformations to ensure they're run after calculated insights.
- **D. Review calculated insights to make sure they're run before segments are refreshed.**

正解: B、D

解説:

The correct answer is B and C because calculated insights and segments are both dependent on the data ingestion process. Calculated insights are derived from the data model objects and segments are subsets of data model objects that meet certain criteria. Therefore, both of them need to be updated after the data is ingested to reflect the latest changes. Data transformations are optional steps that can be applied to the data streams before they are mapped to the data model objects, so they are not relevant to the issue. Reviewing calculated insights to make sure they're run after the segments are refreshed (option D) is also incorrect because calculated insights are independent of segments and do not need to be refreshed after them. References: Salesforce Data Cloud Consultant Exam Guide, Data Ingestion and Modeling, Calculated Insights, Segments

質問 # 69

A Data Cloud consultant recently discovered that their identity resolution process is matching individuals that share email addresses or phone numbers, but are not actually the same individual.

What should the consultant do to address this issue?

- A. Modify the existing ruleset with stricter matching criteria, run the ruleset and review the updated results, then adjust as needed until the individuals are matching correctly.
- B. Modify the existing ruleset with stricter matching criteria, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.
- **C. Create and run a new ruleset with stricter matching criteria, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.**
- D. Create and run a new ruleset with fewer matching rules, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.

正解: C

解説:

Identity resolution is the process of linking source profiles from different data sources into unified individual profiles based on match and reconciliation rules. If the identity resolution process is matching individuals that share email addresses or phone numbers, but are not actually the same individual, it means that the match rules are too loose and need to be refined. The best way to address this issue is to create and run a new ruleset with stricter matching criteria, such as adding more attributes or increasing the match score threshold. Then, the consultant can compare the two rulesets to review and verify the results, and see if the new ruleset reduces the false positives and improves the accuracy of the identity resolution. Once the new ruleset is approved, the consultant can migrate to the new ruleset and delete the old one. The other options are incorrect because modifying the existing ruleset can affect the existing unified profiles and cause data loss or inconsistency.

Creating and running a new ruleset with fewer matching rules can increase the false negatives and reduce the coverage of the identity resolution. References: Create Unified Individual Profiles, AI-based Identity Resolution: Linking Diverse Customer Data, Data Cloud Identity Resolution.

質問 # 70

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