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## Salesforce Certified Data Cloud Consultant Sample Questions (Q119-Q124):

**NEW QUESTION # 119**
Which information is provided in a .csv file when activating to Amazon S3?

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

**Answer: B**

Explanation:
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]

## NEW QUESTION # 120

A user wants to be able to create a multi-dimensional metric to identify unified individual lifetime value (LTV).
Which sequence of data model object (DMO) joins is necessary within the calculated Insight to enable this calculation?

- A. Unified Individual > Unified Link Individual > Sales Order
- B. Unified Individual > Individual > Sales Order
- C. Sales Order > Individual > Unified Individual
- D. Sales Order > Unified Individual

**Answer: A**

Explanation:
To create a multi-dimensional metric to identify unified individual lifetime value (LTV), the sequence of data model object (DMO) joins that is necessary within the calculated Insight is Unified Individual > Unified Link Individual > Sales Order. This is because the Unified Individual DMO represents the unified profile of an individual or entity that is created by identity resolution1. The Unified Link Individual DMO represents the link between a unified individual and an individual from a source system2. The Sales Order DMO represents the sales order information from a source system3. By joining these three DMOs, you can calculate the LTV of a unified individual based on the sales order data from different source systems. The other options are incorrect because they do not join the correct DMOs to enable the LTV calculation. Option B is incorrect because the Individual DMO represents the source profile of an individual or entity from a source system, not the unified profile4. Option C is incorrect because the join order is reversed, and you need to start with the Unified Individual DMO to identify the unified profile. Option D is incorrect because it is missing the Unified Link Individual DMO, which is needed to link the unified profile with the source profile. References: Unified Individual Data Model Object, Unified Link Individual Data Model Object, Sales Order Data Model Object, Individual Data Model Object

## NEW QUESTION # 121

Northern Trail Outfitters uploads new customer data to an Amazon S3 Bucket on a daily basis to be ingested in Data Cloud.
In what order should each process be run to ensure that freshly imported data is ready and available to use for any segment?

- A. Refresh Data Stream > Calculated Insight > Identity Resolution
- B. Identity Resolution > Refresh Data Stream > Calculated Insight
- C. Calculated Insight > Refresh Data Stream > Identity Resolution
- D. Refresh Data Stream > Identity Resolution > Calculated Insight

**Answer: D**

Explanation:
To ensure that freshly imported data from an Amazon S3 Bucket is ready and available to use for any segment, the following processes should be run in this order:
Refresh Data Stream: This process updates the data lake objects in Data Cloud with the latest data from the source system. It can be configured to run automatically or manually, depending on the data stream settings1.
Refreshing the data stream ensures that Data Cloud has the most recent and accurate data from the Amazon S3 Bucket.
Identity Resolution: This process creates unified individual profiles by matching and consolidating source profiles from different data streams based on the identity resolution ruleset. It runs daily by default, but can be triggered manually as well2. Identity resolution ensures that Data Cloud has a single view of each customer across different data sources.
Calculated Insight: This process performs calculations on data lake objects or CRM data and returns a result as a new data object. It can be used to create metrics or measures for segmentation or analysis purposes3.
Calculated insights ensure that Data Cloud has the derived data that can be used for personalization or activation.
1: Configure Data Stream Refresh and Frequency - Salesforce
2: Identity Resolution Ruleset Processing Results - Salesforce
3: Calculated Insights - Salesforce

**NEW QUESTION # 122**

Northern Trail Outfitters (NTO) wants to send a promotional campaign for customers that have purchased within the past 6 months. The consultant created a segment to meet this requirement.

Now, NTO brings an additional requirement to suppress customers who have made purchases within the last week.

What should the consultant use to remove the recent customers?

- A. Streaming insight
- B. Batch transforms
- C. Segmentation exclude rules
- D. Related attributes

**Answer: C**

Explanation:

The consultant should use B. Segmentation exclude rules to remove the recent customers. Segmentation exclude rules are filters that can be applied to a segment to exclude records that meet certain criteria. The consultant can use segmentation exclude rules to exclude customers who have made purchases within the last week from the segment that contains customers who have purchased within the past 6 months. This way, the segment will only include customers who are eligible for the promotional campaign.

The other options are not correct. Option A is incorrect because batch transforms are data processing tasks that can be applied to data streams or data lake objects to modify or enrich the data. Batch transforms are not used for segmentation or activation. Option C is incorrect because related attributes are attributes that are derived from the relationships between data model objects. Related attributes are not used for excluding records from a segment. Option D is incorrect because streaming insights are derived attributes that are calculated at the time of data ingestion. Streaming insights are not used for excluding records from a segment. References: Salesforce Data Cloud Consultant Exam Guide, Segmentation, Segmentation Exclude Rules

**NEW QUESTION # 123**

Which permission setting should a consultant check if the custom Salesforce CRM object is not available in New Data Stream configuration?

- A. Confirm the Ingest Object permission is enabled in the Salesforce CRM org.
- B. Confirm that the Modify Object permission is enabled in the Data Cloud org.
- C. Confirm the View All object permission is enabled in the source Salesforce CRM org.
- D. Confirm the Create object permission is enabled in the Data Cloud org.

**Answer: C**

Explanation:

To create a new data stream from a custom Salesforce CRM object, the consultant needs to confirm that the View All object permission is enabled in the source Salesforce CRM org. This permission allows the user to view all records associated with the object, regardless of sharing settings1. Without this permission, the custom object will not be available in the New Data Stream configuration2. References:

Manage Access with Data Cloud Permission Sets

Object Permissions

**NEW QUESTION # 124**

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