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## Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

| Topic   | Details  |
|---------|--|
| Topic 1 | <ul style="list-style-type: none"><li>Segmentation and Insights: This topic defines basic concepts of segmentation and use cases, identifies scenarios for analyzing segment membership, configuring, refining, and maintaining segments within Data Cloud, and differentiating between calculated and streaming insights.</li></ul>   |
| Topic 2 | <ul style="list-style-type: none"><li>Identity Resolution: It describes matching and how its rule sets are applied. Furthermore, it discusses reconciling data and its rule sets, the results of identity resolution, and use cases.</li></ul>   |
| Topic 3 | <ul style="list-style-type: none"><li>Data Ingestion and Modeling: This topic covers the different transformation capabilities within Data Cloud. It includes describing processes and considerations for data ingestion from various sources, defining, mapping, and modeling data using best practices aligned with identity resolution. Lastly, it discusses using available tools to inspect and validate ingested and modeled data.</li></ul> |

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## Authentic Data-Cloud-Consultant Study Materials: Salesforce Certified Data Cloud Consultant Grant You High-quality Exam Brindumps - Itcertking

With Data-Cloud-Consultant practice test questions you can not only streamline your exam Salesforce Data-Cloud-Consultant exam preparation process but also feel confident to pass the challenging Data-Cloud-Consultant Exam easily. One of the top features of Salesforce Data-Cloud-Consultant valid dumps is their availability in different formats.

## Salesforce Certified Data Cloud Consultant Sample Questions (Q146-Q151):

### NEW QUESTION # 146

During discovery, which feature should a consultant highlight for a customer who has multiple data sources and needs to match and reconcile data about individuals into a single unified profile?

- A. Identity Resolution
- B. Harmonization
- C. Data Cleansing
- D. Data Consolidation

**Answer: A**

Explanation:

Identity resolution is the feature that allows Data Cloud to match and reconcile data about individuals from multiple data sources into a single unified profile. Identity resolution uses rulesets to define how source profiles are matched and consolidated based on common attributes, such as name, email, phone, or party identifier. Identity resolution enables Data Cloud to create a 360-degree view of each customer across different data sources and systems<sup>12</sup>. The other options are not the best features to highlight for this customer need because:

\* A. Data cleansing is the process of detecting and correcting errors or inconsistencies in data, such as duplicates, missing values, or invalid formats. Data cleansing can improve the quality and accuracy of data, but it does not match or reconcile data across different data sources<sup>3</sup>.

\* B. Harmonization is the process of standardizing and transforming data from different sources into a common format and structure. Harmonization can enable data integration and interoperability, but it does not match or reconcile data across different data sources<sup>4</sup>.

\* C. Data consolidation is the process of combining data from different sources into a single data set or system. Data consolidation can reduce data redundancy and complexity, but it does not match or reconcile data across different data sources<sup>5</sup>. References: 1: Data and Identity in Data Cloud | Salesforce Trailhead, 2: Data Cloud Identity Resolution | Salesforce AI Research, 3: [Data Cleansing - Salesforce], 4: [Harmonization - Salesforce], 5: [Data Consolidation - Salesforce]

### NEW QUESTION # 147

A global fashion retailer operates online sales platforms across AMFR, FMFA, and APAC. The data formats for customer, order, and product information vary by region, and compliance regulations require data to remain unchanged in the original data sources. They also require a unified view of customer profiles for real-time personalization and analytics.

Given these requirements, which transformation approach should the company implement to standardize and cleanse incoming data streams?

- A. Implement streaming data transformations.
- B. Transform data before ingesting into Data Cloud.
- C. Implement batch data transformations.
- D. Use Apex to transform and cleanse data.

**Answer: C**

Explanation:

Given the requirements to standardize and cleanse incoming data streams while keeping the original data unchanged in compliance with regional regulations, the best approach is to implement batch data transformations. Here's why:

Understanding the Requirements

The global fashion retailer operates across multiple regions (AMER, EMEA, APAC), each with varying data formats for customer, order, and product information.

Compliance regulations require the original data to remain unchanged in the source systems.

The company needs a unified view of customer profiles for real-time personalization and analytics.

Why Batch Data Transformations?

Batch Transformations for Standardization :

Batch data transformations allow you to process large volumes of data at scheduled intervals.

They can standardize and cleanse data (e.g., converting different date formats, normalizing product names) without altering the original data in the source systems.

Compliance with Regulations :

Since the original data remains unchanged in the source systems, batch transformations comply with regional regulations.

The transformed data is stored in a separate layer (e.g., a new Data Lake Object or Unified Profile) for downstream use.

Unified Customer Profiles :

After transformation, the cleansed and standardized data can be used to create a unified view of customer profiles in Salesforce Data Cloud.

This enables real-time personalization and analytics across regions.

Steps to Implement This Solution

Step 1: Identify Transformation Needs

Analyze the differences in data formats across regions (e.g., date formats, currency, product IDs).

Define the rules for standardization and cleansing (e.g., convert all dates to ISO format, normalize product names).

Step 2: Create Batch Transformations

Use Data Cloud's Batch Transform feature to apply the defined rules to incoming data streams.

Schedule the transformations to run at regular intervals (e.g., daily or hourly).

Step 3: Store Transformed Data Separately

Store the transformed data in a new Data Lake Object (DLO) or Unified Profile.

Ensure the original data remains untouched in the source systems.

Step 4: Enable Unified Profiles

Use the transformed data to create a unified view of customer profiles in Salesforce Data Cloud.

Leverage this unified view for real-time personalization and analytics.

Why Not Other Options?

A). Implement streaming data transformations :Streaming transformations are designed for real-time processing but may not be suitable for large-scale standardization and cleansing tasks. Additionally, they might not align with compliance requirements to keep the original data unchanged.

C). Transform data before ingesting into Data Cloud :Transforming data before ingestion would require modifying the original data in the source systems, violating compliance regulations.

D). Use Apex to transform and cleanse data :Using Apex is overly complex and resource-intensive for this use case. Batch transformations are a more efficient and scalable solution.

Conclusion

By implementing batch data transformations , the global fashion retailer can standardize and cleanse its data while complying with regional regulations and enabling a unified view of customer profiles for real-time personalization and analytics.

## NEW QUESTION # 148

When creating a segment on an individual, what is the result of using two separate containers linked by an AND as shown below?

GoodsProduct | Count | At Least | 1

Color | Is Equal To | red

AND

GoodsProduct | Count | At Least | 1

PrimaryProductCategory | Is Equal To | shoes

- A. Individuals who purchased at least one of any 'red' product or purchased at least one pair of 'shoes'
- **B. Individuals who purchased at least one of any red' product and also purchased at least one pair of 'shoes'**
- C. Individuals who purchased at least one 'red shoes' as a single line item in a purchase
- D. Individuals who made a purchase of at least one 'red shoes' and nothing else

**Answer: B**

Explanation:

When creating a segment on an individual, using two separate containers linked by an AND means that the individual must satisfy both the conditions in the containers. In this case, the individual must have purchased at least one product with the color attribute equal to 'red' and at least one product with the primary product category attribute equal to 'shoes'. The products do not have to be the same or purchased in the same transaction. Therefore, the correct answer is A.

The other options are incorrect because they imply different logical operators or conditions. Option B implies that the individual must have purchased a single product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes'. Option C implies that the individual must have purchased only one product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes' and no other products. Option D implies that the individual must have purchased either one product with the color attribute equal to 'red' or one product with the primary product category attribute equal to 'shoes' or both, which is equivalent to using an OR operator instead of an AND operator.

Reference:

Create a Container for Segmentation

Create a Segment in Data Cloud

Navigate Data Cloud Segmentation

### NEW QUESTION # 149

During a privacy law discussion with a customer, the customer indicates they need to honor requests for the right to be forgotten. The consultant determines that Consent API will solve this business need.

Which two considerations should the consultant inform the customer about?

Choose 2 answers

- A. Data deletion requests submitted to Data Cloud are passed to all connected Salesforce clouds.
- B. Data deletion requests are processed within 1 hour.
- C. Data deletion requests are submitted for Individual profiles.
- D. Data deletion requests are reprocessed at 30, 60, and 90 days.

**Answer: A,C**

Explanation:

Explanation

When advising a customer about using the Consent API in Salesforce to comply with requests for the right to be forgotten, the consultant should focus on two primary considerations:

\* Data deletion requests are submitted for Individual profiles (Answer C): The Consent API in Salesforce is designed to handle data deletion requests specifically for individual profiles. This means that when a request is made to delete data, it is targeted at the personal data associated with an individual's profile in the Salesforce system. The consultant should inform the customer that the requests must be specific to individual profiles to ensure accurate processing and compliance with privacy laws.

\* Data deletion requests submitted to Data Cloud are passed to all connected Salesforce clouds (Answer D): When a data deletion request is made through the Consent API in Salesforce Data Cloud, the request is not limited to the Data Cloud alone. Instead, it propagates through all connected Salesforce clouds, such as Sales Cloud, Service Cloud, Marketing Cloud, etc. This ensures comprehensive compliance with the right to be forgotten across the entire Salesforce ecosystem. The customer should be aware that the deletion request will affect all instances of the individual's data across the connected Salesforce environments.

### NEW QUESTION # 150

A consultant wants to build a new audience in Data Cloud.

Which three criteria can the consultant include when building a segment?

Choose 3 answers

- A. Data stream attributes
- B. Related attributes
- C. Direct attributes
- D. Calculated Insights
- E. Streaming insights

**Answer: B,C,D**

Explanation:

A segment is a subset of individuals who meet certain criteria based on their attributes and behaviors. A consultant can use different types of criteria when building a segment in Data Cloud, such as:

Direct attributes: These are attributes that describe the characteristics of an individual, such as name, email, gender, age, etc. These attributes are stored in the Profile data model object (DMO) and can be used to filter individuals based on their profile data.

Calculated Insights: These are insights that perform calculations on data in a data space and store the results in a data extension. These insights can be used to segment individuals based on metrics or scores derived from their data, such as customer lifetime value, churn risk, loyalty tier, etc.

Related attributes: These are attributes that describe the relationships of an individual with other DMOs, such as Email, Engagement, Order, Product, etc. These attributes can be used to segment individuals based on their interactions or transactions with different entities, such as email opens, clicks, purchases, etc.

The other two options are not valid criteria for building a segment in Data Cloud. Data stream attributes are attributes that describe the streaming data that is ingested into Data Cloud from various sources, such as Marketing Cloud, Commerce Cloud, Service Cloud, etc. These attributes are not directly available for segmentation, but they can be transformed and stored in data extensions using streaming data transforms. Streaming insights are insights that analyze streaming data in real time and trigger actions based on predefined conditions. These insights are not used for segmentation, but for activation and personalization. Reference: Create a Segment in Data Cloud, Use Insights in Data Cloud, Data Cloud Data Model

