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

Topic	Details
Topic 1	<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>
Topic 2	<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>

- 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.

## Salesforce Certified Data Cloud Consultant Sample Questions (Q79-Q84):

### NEW QUESTION # 79

Cumulus Financial uses Data Cloud to segment banking customers and activate them for direct mail via a Cloud File Storage activation. The company also wants to analyze individuals who have been in the segment within the last 2 years. Which Data Cloud component allows for this?

- A. Calculated insights
- B. Segment exclusion
- C. Nested segments
- D. Segment membership data model object

**Answer: D**

Explanation:

The segment membership data model object is a Data Cloud component that allows for analyzing individuals who have been in a segment within a certain time period. The segment membership data model object is a table that stores the information about which individuals belong to which segments and when they were added or removed from the segments. This object can be used to create calculated insights, such as segment size, segment duration, segment overlap, or segment retention, that can help measure the effectiveness of segmentation and activation strategies. The segment membership data model object can also be used to create nested segments or segment exclusions based on the segment membership criteria, such as segment name, segment type, or segment date range. The other options are not correct because they are not Data Cloud components that allow for analyzing individuals who have been in a segment within the last 2 years. Nested segments and segment exclusions are features that allow for creating more complex segments based on existing segments, but they do not provide the historical data about segment membership. Calculated insights are custom metrics or measures that are derived from data model objects or data lake objects, but they do not store the segment membership information by themselves. References: Segment Membership Data Model Object, Create a Calculated Insight, Create a Nested Segment

### NEW QUESTION # 80

Northern Trail Outfitters uploads new customer data to an Amazon S3 Bucket on a daily basis to be ingested in Data Cloud. Based on this, a calculated insight is created that shows the total spend per customer in the last 30 days. In which sequence 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. Refresh Data Stream > Identity Resolution > Calculated Insight
- C. Identity Resolution > Refresh Data Stream > Calculated Insight
- D. Calculated Insight > Refresh Data Stream > Identity Resolution

**Answer: B**

Explanation:

To ensure that freshly imported data is ready and available for use in any segment, the processes should be run in the following sequence: Refresh Data Stream > Identity Resolution > Calculated Insight . Here's why:

Understanding the Requirement

Northern Trail Outfitters uploads new customer data daily to an Amazon S3 bucket, which is ingested into Data Cloud.

A calculated insight is created to show the total spend per customer in the last 30 days.

The goal is to ensure that the data is properly refreshed, resolved, and processed before being used in segments.

Why This Sequence?

Step 1: Refresh Data Stream

Before any processing can occur, the data stream must be refreshed to ingest the latest data from the Amazon S3 bucket.

This ensures that the most up-to-date customer data is available in Data Cloud.

Step 2: Identity Resolution

After refreshing the data stream, identity resolution must be performed to merge related records into unified profiles.

This step ensures that customer data is consolidated and ready for analysis.

Step 3: Calculated Insight

Once identity resolution is complete, the calculated insight can be generated to calculate the total spend per customer in the last 30 days.

This ensures that the insight is based on the latest and most accurate data.

Other Options Are Incorrect :

B . Refresh Data Stream > Calculated Insight > Identity Resolution : Calculated insights cannot be generated before identity resolution because they rely on unified profiles.

C . Calculated Insight > Refresh Data Stream > Identity Resolution : Calculated insights require both fresh data and resolved identities, so this sequence is invalid.

D . Identity Resolution > Refresh Data Stream > Calculated Insight : Identity resolution cannot occur without first refreshing the data stream to bring in the latest data.

Conclusion

The correct sequence is Refresh Data Stream > Identity Resolution > Calculated Insight , ensuring that the data is properly refreshed, resolved, and processed before being used in segments.

### NEW QUESTION # 81

A customer has a requirement to be able to view the last time each segment was published within their Data Cloud org.

Which two features should the consultant recommend to best address this requirement?

Choose 2 answers

- A. Calculated insight
- **B. Report**
- C. Profile Explorer
- **D. Dashboard**

**Answer: B,D**

Explanation:

Explanation

A customer who wants to view the last time each segment was published within their Data Cloud org can use the dashboard and report features to achieve this requirement. A dashboard is a visual representation of data that can show key metrics, trends, and comparisons. A report is a tabular or matrix view of data that can show details, summaries, and calculations. Both dashboard and report features allow the user to create, customize, and share data views based on their needs and preferences. To view the last time each segment was published, the user can create a dashboard or a report that shows the segment name, the publish date, and the publish status fields from the segment object. The user can also filter, sort, group, or chart the data by these fields to get more insights and analysis. The user can also schedule, refresh, or export the dashboard or report data as needed. References:

Dashboards, Reports

### NEW QUESTION # 82

What should a user do to pause a segment activation with the intent of using that segment again?

- A. Skip the activation.
- **B. Deactivate the segment.**
- C. Delete the segment.
- D. Stop the publish schedule.

**Answer: B**

Explanation:

The correct answer is A. Deactivate the segment. If a segment is no longer needed, it can be deactivated through Data Cloud and applies to all chosen targets. A deactivated segment no longer publishes, but it can be reactivated at any time<sup>1</sup>. This option allows the user to pause a segment activation with the intent of using that segment again.

The other options are incorrect for the following reasons:

\* B. Delete the segment. This option permanently removes the segment from Data Cloud and cannot be undone<sup>2</sup>. This option does not allow the user to use the segment again.

\* C. Skip the activation. This option skips the current activation cycle for the segment, but does not affect the future activation cycles<sup>3</sup>. This option does not pause the segment activation indefinitely.

\* D. Stop the publish schedule. This option stops the segment from publishing to the chosen targets, but does not deactivate the segment<sup>4</sup>. This option does not pause the segment activation completely.

References:

- \* 1: Deactivated Segment article on Salesforce Help
- \* 2: Delete a Segment article on Salesforce Help
- \* 3: Skip an Activation article on Salesforce Help
- \* 4: Stop a Publish Schedule article on Salesforce Help

### NEW QUESTION # 83

Which statement about Data Cloud's Web and Mobile ApplicationConnector is true?

- A. A standard schemacontaining event, profile, andtransaction data is created at the time the connector is configured.
- B. Any data streams associated with the connector will be automatically deleted upon deleting the app from Data Cloud Setup.
- C. The connector schema can be updated to delete an existing field.
- **D. The Tenant Specific Endpoint is auto-generated in Data Cloud when setting the connector.**

**Answer: D**

Explanation:

Explanation

The Web and Mobile Application Connector allows you to ingest data from your websites and mobile apps into Data Cloud. To use this connector, you need to set up a Tenant Specific Endpoint (TSE) in Data Cloud, which is a unique URL that identifies your Data Cloud org. The TSE is auto-generated when you create a connector app in Data Cloud Setup. You can then use the TSE to configure the SDKs for your websites and mobile apps, which will send data to DataCloud through the TSE. References: Web and Mobile Application Connector, Connect Your Websites and Mobile Apps, Create a Web or Mobile App Data Stream

### NEW QUESTION # 84

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