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Salesforce Certified Data Cloud Consultant Sample Questions (Q131-Q136):

NEW QUESTION # 131

A consultant is preparing to implement Data Cloud.

Which ethic should the consultant adhere to regarding customer data?

- A. Map sensitive data to the same DMO for ease of deletion.

- B. Allow senior leaders in the firm to access customer data for audit purposes.
- C. Carefully consider asking for sensitive data such as age, gender, or ethnicity.
- D. Collect and use all of the data to create more personalized experiences.

Answer: C

Explanation:

When implementing Data Cloud, the consultant should adhere to ethical practices regarding customer data, particularly by carefully considering the collection and use of sensitive data such as age, gender, or ethnicity.

Here's why:

Understanding Ethical Considerations

Collecting and using customer data comes with significant ethical responsibilities, especially when dealing with sensitive information. The consultant must ensure compliance with privacy regulations (e.g., GDPR, CCPA) and uphold ethical standards to protect customer trust.

Why Carefully Consider Sensitive Data?

Privacy and Trust :

Collecting sensitive data (e.g., age, gender, ethnicity) can raise privacy concerns and erode customer trust if not handled appropriately.

Customers are increasingly aware of their data rights and expect transparency and accountability.

Regulatory Compliance :

Regulations like GDPR and CCPA impose strict requirements on the collection, storage, and use of sensitive data.

Careful consideration ensures compliance and avoids potential legal issues.

Other Options Are Less Suitable :

A). Allow senior leaders in the firm to access customer data for audit purposes : While audits are important, unrestricted access to sensitive data is unethical and violates privacy principles.

B). Collect and use all of the data to create more personalized experiences : Collecting all data without regard for sensitivity is unethical and risks violating privacy regulations.

C). Map sensitive data to the same DMO for ease of deletion : While mapping data for deletion is a good practice, it does not address the ethical considerations of collecting sensitive data in the first place.

Steps to Ensure Ethical Practices

Step 1: Evaluate Necessity

Assess whether sensitive data is truly necessary for achieving business objectives.

Step 2: Obtain Explicit Consent

If sensitive data is required, obtain explicit consent from customers and provide clear explanations of how the data will be used.

Step 3: Minimize Data Collection

Limit the collection of sensitive data to only what is essential and anonymize or pseudonymize data where possible.

Step 4: Implement Security Measures

Use encryption, access controls, and other security measures to protect sensitive data.

Conclusion

The consultant should carefully consider asking for sensitive data such as age, gender, or ethnicity to uphold ethical standards, maintain customer trust, and ensure regulatory compliance.

NEW QUESTION # 132

Cumulus Financial wants to segregate Salesforce CRM Account data based on Country for its Data Cloud users.

What should the consultant do to accomplish this?

- A. Use the data spaces feature and applying filtering on the Account data lake object based on Country.
- B. Use streaming transforms to filter out Account data based on Country and map to separate data model objects accordingly.
- C. Use formula fields based on the account Country field to filter incoming records.
- D. Use Salesforce sharing rules on the Account object to filter and segregate records based on Country.

Answer: A

Explanation:

Data spaces are a feature that allows Data Cloud users to create subsets of data based on filters and permissions. Data spaces can be used to segregate data based on different criteria, such as geography, business unit, or product line. In this case, the consultant can use the data spaces feature and apply filtering on the Account data lake object based on Country. This way, the Data Cloud users can access only the Account data that belongs to their respective countries. References: Data Spaces, Create a Data Space

NEW QUESTION # 133

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

Answer: D

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 # 134

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

Answer: B

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 # 135

Which data stream category type should be assigned in order to use the dataset for date and time-based operations in segmentation and calculated insights?

- A. Profile

- B. Individual
- C. Sales Order
- D. Engagement

Answer: D

Explanation:

To use a dataset for date and time-based operations in segmentation and calculated insights, the data stream category type should be assigned as Engagement. Here's why:

Understanding the Requirement

The goal is to perform date and time-based operations (e.g., filtering customers based on specific dates or times) in segmentation and calculated insights.

This requires a data stream category that captures customer interactions or activities over time.

Why Engagement?

Engagement Data Streams :

Engagement data streams are designed to capture customer interactions, such as website visits, email opens, purchases, or other time-based activities.

These streams inherently include timestamps, making them ideal for date and time-based operations.

Use in Segmentation and Calculated Insights :

Segmentation often involves filtering customers based on their engagement behavior (e.g., "customers who visited the website in the last 7 days").

Calculated insights leverage engagement data to derive metrics like recency, frequency, and trends over time.

Other Categories Are Less Suitable :

Individual : Focuses on demographic or static attributes (e.g., name, age) rather than time-based interactions.

Sales Order : Captures transactional data but is not optimized for general engagement-based operations.

Profile : Represents unified customer profiles and does not directly support date and time-based operations.

Steps to Implement This Solution

Step 1: Assign the Correct Category

When setting up the data stream, assign the Engagement category to ensure it is optimized for time-based operations.

Step 2: Map Date-Time Fields

Ensure that relevant fields (e.g., interaction timestamps) are mapped correctly during ingestion.

Step 3: Use in Segmentation and Insights

Leverage the ingested engagement data for segmentation (e.g., "customers who engaged in the last 24 hours") and calculated insights (e.g., "average time between interactions").

Conclusion

The Engagement category is specifically designed for capturing time-based interactions, making it the best choice for datasets used in date and time-based operations in segmentation and calculated insights.

NEW QUESTION # 136

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