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Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> Data Cloud Setup and Administration: This domain focuses on configuring and managing Data Cloud environments through permissions, data streams, data bundles, and data spaces. It also covers administrative tools and techniques for diagnosing and exploring data using reports, dashboards, flows, APIs, and explorer tools.
Topic 2	<ul style="list-style-type: none"> Data Ingestion and Modeling: This domain addresses bringing data into Data Cloud and structuring it properly through transformation, ingestion from various sources, and data mapping. It emphasizes best practices for modeling data to support identity resolution and validating ingested data using available tools.

Topic 3	<ul style="list-style-type: none"> • Data Cloud Overview: This domain covers the foundational understanding of Data Cloud including its core purpose, terminology, business value, and technical architecture. It also addresses typical use cases and the essential principles of ethical data handling when working with customer data.
Topic 4	<ul style="list-style-type: none"> • Identity Resolution: This domain explores creating unified customer profiles through matching and reconciliation processes. It covers how rule sets determine when records link together, how conflicting data is resolved, and understanding the outcomes and use cases of unified identities.

Salesforce Certified Data Cloud Consultant Sample Questions (Q45-Q50):

NEW QUESTION # 45

Cloud Kicks plans to do a full deletion of one of its existing data streams and its underlying data lake object (DLO).

What should the consultant consider before deleting the data stream?

- A. The data stream must be associated with a data kit.
- B. The underlying DLO cannot be mapped to a data model object.
- **C. The underlying DLO can be used in a data transform.**
- D. The data stream can be deleted without implicitly deleting the underlying DLO.

Answer: C

Explanation:

Data Streams and DLOs: In Salesforce Data Cloud, data streams are used to ingest data, which is then stored in Data Lake Objects (DLOs).

Deletion Considerations: Before deleting a data stream, it's crucial to consider the dependencies and usage of the underlying DLO.

Data Transform Usage:

Impact of Deletion: If the underlying DLO is used in a data transform, deleting the data stream will affect any transforms relying on that DLO.

Dependency Check: Ensure that the DLO is not part of any active data transformations or processes that could be disrupted by its deletion.

References:

Salesforce Data Cloud Documentation: Data Streams

Salesforce Data Cloud Documentation: Data Transforms

NEW QUESTION # 46

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. Create a composite key by combining two or more source fields through a formula field.**
- D. Use the default primary key recommended by Data Cloud.

Answer: C

Explanation:

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

NEW QUESTION # 47

A consultant needs to publish segment data to the Audience DMO that can be retrieved using the Query APIs.

When creating the activation target, which type of target should the consultant select?

- A. Data Cloud
- B. Marketing Cloud
- C. External Activation Target
- D. Marketing Cloud Personalization

Answer: A

NEW QUESTION # 48

An analyst from Cloud Kicks needs to get quick Insights to determine the average sales per day during the past week.

What should a consultant recommend?

- A. Lightning web component utilizing Query API
- B. salesforce flows
- C. Segment activation to Azure
- D. Salesforce reports

Answer: D

Explanation:

To help the analyst from Cloud Kicks determine the average sales per day during the past week, Salesforce Reports is the most efficient and straightforward solution. Here's a detailed breakdown:

Understanding Salesforce Reports :Salesforce Reports is a native tool within the Salesforce platform that allows users to create, customize, and analyze data in various formats. It is particularly well-suited for quick insights and ad-hoc analysis without requiring complex development or integrations.

Why Not Other Options?

Option A (Salesforce Flows) : While Salesforce Flows is a powerful automation tool, it is not designed for analytical purposes. Creating a flow to calculate average sales per day would require additional configuration and logic, making it unnecessarily complex for this use case.

Option B (Lightning Web Component Utilizing Query API) : Using a Lightning Web Component with the Query API involves custom development. While this approach is flexible, it is overkill for a simple analytical task like calculating average sales.

Option D (Segment Activation to Azure) : Segment activation refers to exporting segmented customer data to external platforms like Azure. This process is unrelated to generating quick insights and would introduce unnecessary complexity for this requirement.

How Salesforce Reports Can Be Used :

Step 1: Create a Report : Navigate to the Salesforce Reports tab and create a new report based on the relevant object (e.g., Opportunities or Orders).

Step 2: Filter by Date Range : Apply a filter to include only records from the past week. For example, set the "Close Date" field to "Last Week."

Step 3: Add Summary Fields : Use summary formulas or grouping to calculate total sales for each day. Then, compute the average sales per day by dividing the total sales by the number of days in the range.

Step 4: Run the Report : Execute the report to view the results instantly.

Salesforce Documentation Reference :Salesforce's official documentation highlights that Reports are the go-to tool for analyzing and summarizing data quickly. They are designed to provide actionable insights without requiring advanced technical skills, making them ideal for tasks like calculating average sales.

By leveraging Salesforce Reports, the analyst can efficiently obtain the required insights without additional development or integration efforts.

NEW QUESTION # 49

Every day, Northern Trail Outfitters uploads a summary of the last 24 hours of store transactions to a new file in an Amazon S3 bucket, and files older than seven days are automatically deleted. Each file contains a timestamp in a standardized naming convention.

Which two options should a consultant configure when ingesting this data stream?

Choose 2 answers

- A. Ensure the refresh mode is set to "Upsert".
- B. Ensure the filename contains a wildcard to accommodate the timestamp.
- C. Ensure the refresh mode is set to "Full Refresh."
- D. Ensure that deletion of old files is enabled.

Answer: A,B

Explanation:

When ingesting data from an Amazon S3 bucket, the consultant should configure the following options:

The refresh mode should be set to "Upsert", which means that new and updated records will be added or updated in Data Cloud, while existing records will be preserved. This ensures that the data is always up to date and consistent with the source.

The filename should contain a wildcard to accommodate the timestamp, which means that the file name pattern should include a variable part that matches the timestamp format. For example, if the file name is store_transactions_2023-12-18.csv, the wildcard could be store_transactions_*.csv. This ensures that the ingestion process can identify and process the correct file every day.

The other options are not necessary or relevant for this scenario:

Deletion of old files is a feature of the Amazon S3 bucket, not the Data Cloud ingestion process. Data Cloud does not delete any files from the source, nor does it require the source files to be deleted after ingestion.

Full Refresh is a refresh mode that deletes all existing records in Data Cloud and replaces them with the records from the source file.





This is not suitable for this scenario, as it would result in data loss and inconsistency, especially if the source file only contains the summary of the last 24 hours of transactions. References: Ingest Data from Amazon S3, Refresh Modes

NEW QUESTION # 50

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