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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	• 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.

Topic 2	Act on Data: This topic defines activations and their basic use cases, using attributes and related attributes, identifying and analyzing timing dependencies affecting the Data Cloud lifecycle. Additionally it focuses on troubleshooting common problems with activations, and using data actions, including their requirements and intended use cases.
Topic 3	Data Cloud Overview: This topic covers Data Cloud's function, key terminology, business value, typical use cases, the Data Cloud lifecycle, dependencies, and principles of data ethics. These sub-topics provide an overview of Data Cloud's capabilities and applications.
Topic 4	Data Cloud Setup and Administration: This topic includes applying Data Cloud permissions, permission sets, org-wide settings. It describes and configures data stream types, and data bundles. Moreover, it discusses use cases for data spaces, creating data spaces, managing and administering Data Cloud using reports, dashboards, flows, packaging, data kits, diagnosing and exploring data using Data Explorer, Profile Explorer, and APIs.
Topic 5	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.

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Salesforce Certified Data Cloud Consultant Sample Questions (Q113-Q118):

NEW QUESTION # 113

Which two dependencies need to be removed prior to disconnecting a data source?

Choose 2 answers

- A. Data stream
- B. Segment
- C. Activation target
- D. Activation

Answer: A,B

Explanation:

* Dependencies in Data Cloud:

Before disconnecting a data source, all dependencies must be removed to prevent data integrity issues.

Reference:

* Identifying Dependencies:

Segment: Segments using data from the source must be deleted or reassigned.

Data Stream: The data stream must be disconnected, as it directly relies on the data source.

* Steps to Remove Dependencies:

Remove Segments:

Navigate to the Segmentation interface in Salesforce Data Cloud.

Identify and delete segments relying on the data source.

Disconnect Data Stream:

Go to the Data Stream settings.

Locate and disconnect the data stream associated with the source.

* Practical Application:

Example: When preparing to disconnect a legacy CRM system, ensure all segments and data streams using its data are properly

removed or migrated.

NEW QUESTION # 114

During an implementation project, a consultant completed ingestion of all data streams for their customer. Prior to segmenting and acting on that data, which additional configuration is required?

- **A. Identity Resolution**
- B. Calculated Insights
- C. Data Mapping
- D. Data Activation

Answer: A

Explanation:

After ingesting data from different sources into Data Cloud, the additional configuration that is required before segmenting and acting on that data is Identity Resolution. Identity Resolution is the process of matching and reconciling source profiles from different data sources and creating unified profiles that represent a single individual or entity¹. Identity Resolution enables you to create a 360-degree view of your customers and prospects, and to segment and activate them based on their attributes and behaviors². To configure Identity Resolution, you need to create and deploy a ruleset that defines the match rules and reconciliation rules for your data³. The other options are incorrect because they are not required before segmenting and acting on the data. Data Activation is the process of sending data from Data Cloud to other Salesforce clouds or external destinations for marketing, sales, or service purposes⁴. Calculated Insights are derived attributes that are computed based on the source or unified data, such as lifetime value, churn risk, or product affinity⁵. Data Mapping is the process of mapping source attributes to unified attributes in the data model. These configurations can be done after segmenting and acting on the data, or in parallel with Identity Resolution, but they are not prerequisites for it. Reference: Identity Resolution Overview, Segment and Activate Data in Data Cloud, Configure Identity Resolution Rulesets, Data Activation Overview, Calculated Insights Overview, [Data Mapping Overview]

NEW QUESTION # 115

The Data Cloud admin at Northern Trail Outfitters (NTO) wants to be proactively and immediately informed via Slack and email if any of the data streams fail for any reason. If this happens, a case should also be triggered as part of NTO's existing support and triage process, and reflected in its global monitoring dashboard.

What should a consultant recommend for these requirements?

- **A. Salesforce flows**
- B. Data actions
- C. Salesforce reports and dashboards
- D. Data Cloud Query Editor

Answer: A

Explanation:

To meet the requirement of being proactively and immediately informed via Slack and email if any data streams fail, and to trigger a case as part of the support process, the best solution is to use Salesforce Flows .

Here's why and how this works:

Understanding the Requirements :

The admin wants to be notified immediately via Slack and email when a data stream fails.

A case should also be created automatically to reflect the issue in the global monitoring dashboard.

This requires an automated process that integrates with both internal systems (e.g., Slack, email) and external workflows (e.g., case creation).

Why Salesforce Flows?

Salesforce Flows are highly flexible and can automate complex business processes. They can monitor system events (e.g., data stream failures) and trigger actions like sending notifications or creating records.

Flows can integrate seamlessly with Slack and email using platform events and action elements.

They can also create cases programmatically and update dashboards for real-time monitoring.

Steps to Implement This Solution :

Step 1: Navigate to Setup > Process Automation > Flows and create a new flow.

Step 2: Configure a Platform Event Trigger or Record-Triggered Flow to listen for data stream failure events.

Step 3: Add an action element to send a notification to Slack using the Slack Integration feature.

Step 4: Add another action element to send an email alert using the Send Email action.

Step 5: Add a step to create a Case record with details about the failure. Use predefined fields to populate relevant information (e.g., error message, timestamp).

Step 6: Update the global monitoring dashboard to reflect the newly created case. This can be done by linking the case to a report or dashboard component.

Why Not Other Options?

A). Data actions: While data actions can perform specific tasks on data, they are not designed for cross-system automation like sending Slack notifications or creating cases.

B). Data Cloud Query Editor: The Query Editor is used for querying and analyzing data but does not provide automation capabilities for notifications or case creation.

D). Salesforce reports and dashboards: Reports and dashboards are for visualizing data, not for triggering actions or automating workflows.

By using Salesforce Flows, NTO can achieve a fully automated and integrated solution that meets all the stated requirements.

NEW QUESTION # 116

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

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

Answer: C

Explanation:

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 time¹. 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 undone². 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 cycles³. 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 segment⁴. 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 # 117

A new user of Data Cloud only needs to be able to review individual rows of ingested data and validate that it has been modeled successfully to its linked data model object. The user will also need to make changes if required.

What is the minimum permission set needed to accommodate this use case?

- A. Data Cloud User
- B. Data Cloud Admin
- C. Data Cloud for Marketing Data Aware Specialist
- D. Data Cloud for Marketing Specialist

Answer: A

Explanation:

The Data Cloud User permission set is the minimum permission set needed to accommodate this use case. The Data Cloud User permission set grants access to the Data Explorer feature, which allows the user to review individual rows of ingested data and validate that it has been modeled successfully to its linked data model object. The user can also make changes to the data model object fields, such as adding or removing fields, changing field types, or creating formula fields. The Data Cloud User permission set does not grant access to other Data Cloud features or tasks, such as creating data streams, creating segments, creating activations,

or managing users. The other permission sets are either too restrictive or too permissive for this use case. The Data Cloud for Marketing Specialist permission set only grants access to the segmentation and activation features, but not to the Data Explorer feature. The Data Cloud Admin permission set grants access to all Data Cloud features and tasks, including the Data Explorer feature, but it is more than what the user needs. The Data Cloud for Marketing Data Aware Specialist permission set grants access to the Data Explorer feature, but also to the segmentation and activation features, which are not required for this use case. References: Data Cloud Standard Permission Sets, Data Explorer, Set Up Data Cloud Unit

NEW QUESTION # 118

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