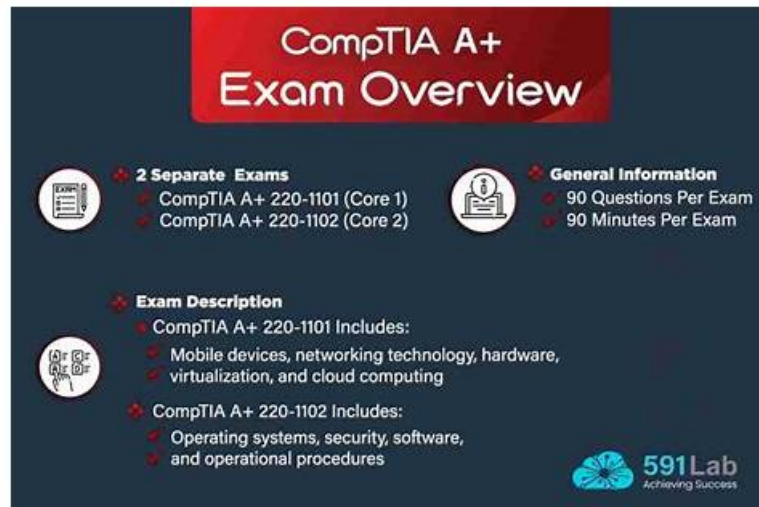


# Exam Analytics-Con-301 Question - Analytics-Con-301 Exam Overview



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## Salesforce Analytics-Con-301 Exam Syllabus Topics:

| Topic   | Details                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Topic 1 | <ul style="list-style-type: none"><li>IT Management: This domain measures skills related to managing Tableau environments. It includes planning server upgrades, recommending deployment solutions (on-premise or cloud), and ensuring alignment between technical and business requirements for analytics infrastructure. It also involves troubleshooting and optimizing system performance relevant to Tableau Server and Cloud deployments.</li></ul>                                                                                                                  |
| Topic 2 | <ul style="list-style-type: none"><li>Business Analysis: This section of the exam measures skills of Tableau Consultants focusing on evaluating the current state of analytics within an organization. It covers mapping business needs to Tableau capabilities, translating analytical requirements to best practices in Tableau, and recommending appropriate deployment options like Tableau Server or Tableau Cloud. It also includes evaluating existing data structures for supporting business needs and identifying performance risks and opportunities.</li></ul> |
| Topic 3 | <ul style="list-style-type: none"><li>Data Analysis: This domain targets Tableau Consultants to plan and prepare data connections effectively. It includes recommending data transformation strategies, designing row-level security (RLS) data structures, and implementing advanced data connections such as Web Data Connectors and Tableau Bridge. Skills in specifying granularity and aggregation strategies for data sources across Tableau products are emphasized.</li></ul>                                                                                      |

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## Salesforce Certified Tableau Consultant Sample Questions (Q14-Q19):

### NEW QUESTION # 14

A consultant wants to improve the performance of reports by moving calculations to the data layer and materializing them in the extract.

Which calculation should the consultant use?

- A.  $\text{ZN}([\text{Sales}]) * (1 - \text{ZN}([\text{Discount}]))$
- B.  $\text{POWER}(\text{ZN}(\text{SUM}([\text{Sales}])) / \text{LOOKUP}(\text{ZN}(\text{SUM}([\text{Sales}]), \text{FIRST()}), \text{ZN}(1/(\text{INDEX}()-1))) - 1$
- C. `CASE [Sector Parameter]`  
`WHEN 1 THEN "green"`  
`WHEN 2 THEN "yellow"`
- D.  $\text{SUM}([\text{Profit}]) / \text{SUM}([\text{Sales}])$

**Answer: D**

Explanation:

END

Explanation:

To improve performance by moving calculations to the data layer and materializing them in the extract, the consultant should choose calculations that benefit from pre-computation and significantly reduce the load during query time:

Aggregation-Level Calculation: The formula  $\text{SUM}([\text{Profit}]) / \text{SUM}([\text{Sales}])$  calculates a ratio at an aggregate level, which is ideal for pre-computation. Materializing this calculation in the extract means that the complex division operation is done once and stored, rather than being recalculated every time the report is accessed.

Performance Improvement: By pre-computing this aggregate ratio, Tableau can utilize the pre-calculated fields directly in visualizations, which speeds up report loading and interaction times as the heavy lifting of data processing is done during the data preparation stage.

References:

Materialization in Extracts: This concept involves pre-calculating and storing complex aggregations or calculations within the Tableau data extract itself, improving performance by reducing the computational load during visualization rendering.

### NEW QUESTION # 15

A client wants to see data for only the last day in a dataset and the last day is always yesterday. The date is represented with the field Ship Date.

The client is not concerned about the daily refresh results. The volume of data is so large that performance is their priority. In the future, the client will be able to move the calculation to the underlying database, but not at this time.

The solution should offer the best performance.

Which approach should the consultant use to produce the desired results?

- A. Filter MONTH/DAY/YEAR on [Ship Date] field and use an option to filter to the latest date value when the workbook opens.
- B. Filter on Ship Date field using the Yesterday option.
- C. Filter on calculation  $[\text{Ship Date}] = \text{TODAY}() - 1$ .
- D. Filter on calculation  $[\text{Ship Date}] = \{\text{MAX}([\text{Ship Date}])\}$ .

**Answer: C**

Explanation:

The best approach to ensure performance while providing data for only the last day (yesterday) in the dataset is to use a calculated field that filters the data to include only yesterday's date:

Filter on calculation  $[\text{Ship Date}] = \text{TODAY}() - 1$ : This calculated field dynamically computes yesterday's date by subtracting one day from today's date. This approach ensures that each day, only the data for the previous day is loaded, which keeps the volume of data minimal and improves performance.

Dynamic Date Calculation: The use of TODAY()-1 ensures the filter remains up-to-date with the changing dates, without the need for manual updates, providing accuracy and timeliness in the dashboard.

This approach is efficient because it avoids the overhead of processing the entire dataset and focuses only on the relevant day's data. It also aligns with Tableau's capabilities for creating dynamic filters using date functions, as highlighted in the Tableau help documentation on date calculations and filters.

#### References

This solution utilizes Tableau's built-in date functions and dynamic calculations to optimize performance, as recommended in Tableau's performance optimization resources and date calculation guidelines.

### NEW QUESTION # 16

A client is considering migrating from Tableau Server to Tableau Cloud.

Which two elements are determining factors of whether the client should use Tableau Server or Tableau Cloud? Choose two.

- A. Whether or not there are large numbers of concurrent extract refreshes
- B. Amount of data storage used on the client's existing server
- C. Whether or not the client plans to leverage single sign-on (SSO)
- D. Whether or not the client needs the ability to connect to public, cloud-based data sources

**Answer: A,C**

#### Explanation:

When considering a migration from Tableau Server to Tableau Cloud, two critical factors to consider are the client's need for single sign-on (SSO) and the volume of concurrent extract refreshes.

Single Sign-On (SSO): Tableau Cloud supports SSO, which can streamline user authentication and enhance security. If the client plans to leverage SSO, Tableau Cloud may be a suitable choice<sup>1</sup>.

Concurrent Extract Refreshes: The number of concurrent extract refreshes is a significant factor because it impacts performance and resource allocation. Tableau Server might be more appropriate if the client has a high volume of concurrent extract refreshes, as it allows for more control over the infrastructure to manage these workloads<sup>2</sup>.

References: The decision between Tableau Server and Tableau Cloud should be based on specific organizational needs, including security, compliance, performance, and scalability. The official Tableau resources provide guidance on these factors<sup>1,2</sup>. Additionally, discussions in the Tableau Community highlight the importance of considering these elements when choosing between Tableau Server and Tableau Cloud<sup>1</sup>.

### NEW QUESTION # 17

A client wants to flag orders that have sales higher than the regional average.

Which calculated field will produce the required result?

- A. { FIXED [Order ID] : SUM([Sales]) }  
>  
{ FIXED [Region] : SUM([Sales]) }
- B. [Sales]  
>  
{ FIXED [Order ID] : SUM([Sales]) }
- C. { FIXED [Order ID] : SUM([Sales]) }  
>  
{ INCLUDE [Region] : AVG({ FIXED [Order ID] : SUM([Sales]) }) }
- D. { FIXED [Order ID] : SUM([Sales]) }  
>  
{ FIXED [Region] : AVG({ FIXED [Order ID] : SUM([Sales]) }) }

**Answer: D**

#### Explanation:

To flag orders with sales higher than the regional average, the correct calculated field would compare the sum of sales for each order against the average sales of all orders within the same region:

Correct Formula: { FIXED [Order ID] : SUM([Sales]) } > { FIXED [Region] : AVG({ FIXED [Order ID] : SUM([Sales]) }) }

This calculation uses a Level of Detail (LOD) expression:

The left part of the formula { FIXED [Order ID] : SUM([Sales]) } calculates the total sales for each individual order.

The right part { FIXED [Region] : AVG({ FIXED [Order ID] : SUM([Sales]) }) } calculates the average sales per order within

each region.

The > operator is used to compare these two values to determine if the sales for each order exceed the regional average.

References

This formula utilizes Tableau's LOD expressions to perform complex comparisons across different dimensions of the data, as explained in Tableau's official training materials on LOD calculations.

### NEW QUESTION # 18

A client wants to provide sales users with the ability to perform the following tasks:

- \* Access published visualizations and published data sources outside the company network.
- \* Edit existing visualizations.
- \* Create new visualizations based on published data sources.

. Minimize licensing costs.

Which site role should the client assign to the sales users?

- A. Viewer
- B. Creator
- C. Site Administrator
- D. Explorer (can publish)

**Answer: D**

Explanation:

The Explorer (can publish) site role in Tableau is designed for users who need to access, edit, and create visualizations based on published data sources, even when they are outside the company network. This role allows users to perform web editing and save their work, making it suitable for sales users who need these capabilities. It is also a cost-effective option as it does not require the full capabilities and associated costs of the Creator license.

References: The information about the Explorer (can publish) role and its capabilities can be found in the official Tableau documentation on site roles and permissions<sup>12</sup>. This role is appropriate for users who need to interact with published content and create new visualizations without the need for full site administration or advanced content creation tools that come with the Creator role<sup>3</sup>.

### NEW QUESTION # 19

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