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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	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.

Topic 2	• 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 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.

Salesforce Certified Data Cloud Consultant Sample Questions (Q56-Q61):

NEW QUESTION # 56

A customer needs to integrate in real time with Salesforce CRM.
Which feature accomplishes this requirement?

- **A. Streaming transforms**
- B. Data model triggers
- C. Data actions and Lightning web components
- D. Sales and Service bundle

Answer: A

Explanation:

The correct answer is A. Streaming transforms. Streaming transforms are a feature of Data Cloud that allows real-time data integration with Salesforce CRM. Streaming transforms use the Data Cloud Streaming API to synchronize micro-batches of updates between the CRM data source and Data Cloud in near-real time¹. Streaming transforms enable Data Cloud to have the most current and accurate CRM data for segmentation and activation².

The other options are incorrect for the following reasons:

* B. Data model triggers. Data model triggers are a feature of Data Cloud that allows custom logic to be executed when data model objects are created, updated, or deleted³. Data model triggers do not integrate data with Salesforce CRM, but rather manipulate data within Data Cloud.

* C. Sales and Service bundle. Sales and Service bundle is a feature of Data Cloud that allows pre-built data streams, data model objects, segments, and activations for Sales Cloud and Service Cloud data sources⁴. Sales and Service bundle does not integrate data in real time with Salesforce CRM, but rather ingests data at scheduled intervals.

* D. Data actions and Lightning web components. Data actions and Lightning web components are features of Data Cloud that allow custom user interfaces and workflows to be built and embedded in Salesforce applications⁵. Data actions and Lightning web components do not integrate data with Salesforce CRM, but rather display and interact with data within Salesforce applications.

References:

* 1: Load Data into Data Cloud

* 2: [Data Streams in Data Cloud]

* 3: [Data Model Triggers in Data Cloud] unit on Trailhead

* 4: [Sales and Service Bundle in Data Cloud] unit on Trailhead

* 5: [Data Actions and Lightning Web Components in Data Cloud] unit on Trailhead

* : [Data Model in Data Cloud] unit on Trailhead

* : [Create a Data Model Object] article on Salesforce Help

* : [Data Sources in Data Cloud] unit on Trailhead

* : [Connect and Ingest Data in Data Cloud] article on Salesforce Help

* : [Data Spaces in Data Cloud] unit on Trailhead

* : [Create a Data Space] article on Salesforce Help

* : [Segments in Data Cloud] unit on Trailhead

* : [Create a Segment] article on Salesforce Help

* : [Activations in Data Cloud] unit on Trailhead

* : [Create an Activation] article on Salesforce Help

NEW QUESTION # 57

The recruiting team at Cumulus Financial wants to identify which candidates have browsed the jobs page on its website at least twice within the last 24 hours. They want the information about these candidates to be available for segmentation in Data Cloud and the candidates added to their recruiting system.

Which feature should a consultant recommend to achieve this goal?

- A. Batch data transform
- B. Streaming data transform
- C. Calculated insight
- **D. Streaming insight**

Answer: D

Explanation:

A streaming insight is a feature that allows users to create and monitor real-time metrics from streaming data sources, such as web and mobile events. A streaming insight can also trigger data actions, such as sending notifications, creating records, or updating fields, based on the metric values and conditions. Therefore, a streaming insight is the best feature to achieve the goal of identifying candidates who have browsed the jobs page on the website at least twice within the last 24 hours, and adding them to the recruiting system. The other options are incorrect because:

A streaming data transform is a feature that allows users to transform and enrich streaming data using SQL expressions, such as filtering, joining, aggregating, or calculating values. However, a streaming data transform does not provide the ability to monitor metrics or trigger data actions based on conditions.

A calculated insight is a feature that allows users to define and calculate multidimensional metrics from data using SQL expressions, such as LTV, CSAT, or average order value. However, a calculated insight is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions.

A batch data transform is a feature that allows users to create and schedule complex data transformations using a visual editor, such as joining, aggregating, filtering, or appending data. However, a batch data transform is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions. Reference: Streaming Insights, Create a Streaming Insight, Use Insights in Data Cloud, Learn About Data Cloud Insights, Data Cloud Insights Using SQL, Streaming Data Transforms, Get Started with Batch Data Transforms in Data Cloud, Transformations for Batch Data Transforms, Batch Data Transforms in Data Cloud: Quick Look, Salesforce Data Cloud: AI CDP.

NEW QUESTION # 58

Northern Trail Outfitters wants to implement Data Cloud and has several use cases in mind.

Which two use cases are considered a good fit for Data Cloud?

Choose 2 answers

- A. To eliminate the need for separate business intelligence and IT data management tools
- **B. To ingest and unify data from various sources to reconcile customer identity**
- C. To create and orchestrate cross-channel marketing messages
- **D. To use harmonized data to more accurately understand the customer and business impact**

Answer: B,D

Explanation:

Data Cloud is a data platform that can help customers connect, prepare, harmonize, unify, query, analyze, and act on their data across various Salesforce and external sources. Some of the use cases that are considered a good fit for Data Cloud are:

* To ingest and unify data from various sources to reconcile customer identity. Data Cloud can help customers bring all their data, whether streaming or batch, into Salesforce and map it to a common data model. Data Cloud can also help customers resolve identities across different channels and sources and create unified profiles of their customers.

* To use harmonized data to more accurately understand the customer and business impact. Data Cloud can help customers transform and cleanse their data before using it, and enrich it with calculated insights and related attributes. Data Cloud can also help customers create segments and audiences based on their data and activate them in any channel. Data Cloud can also help customers use AI to predict customer behavior and outcomes.

The other two options are not use cases that are considered a good fit for Data Cloud. Data Cloud does not provide features to create and orchestrate cross-channel marketing messages, as this is typically handled by other Salesforce solutions such as Marketing Cloud. Data Cloud also does not eliminate the need for separate business intelligence and IT data management tools, as it is designed to work with them and complement their capabilities.

References:

- * Learn How Data Cloud Works
- * About Salesforce Data Cloud
- * Discover Use Cases for the Platform
- * Understand Common Data Analysis Use Cases

NEW QUESTION # 59

Which information is provided in a .csv file when activating to Amazon S3?

- **A. The activated data payload**
- B. The metadata regarding the segment definition
- C. The manifest of origin sources within Data Cloud
- D. An audit log showing the user who activated the segment and when it was activated

Answer: A

Explanation:

Explanation

When activating to Amazon S3, the information that is provided in a .csv file is the activated data payload. The activated data payload is the data that is sent from Data Cloud to the activation target, which in this case is an Amazon S3 bucket¹. The activated data payload contains the attributes and values of the individuals or entities that are included in the segment that is being activated². The activated data payload can be used for various purposes, such as marketing, sales, service, or analytics³. The other options are incorrect because they are not provided in a .csv file when activating to Amazon S3. Option A is incorrect because an audit log is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Activation History tab⁴. Option C is incorrect because the metadata regarding the segment definition is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Segmentation tab⁵. Option D is incorrect because the manifest of origin sources within Data Cloud is not provided in a .csv file, but it can be viewed in the Data Cloud UI under the Data Sources tab. References: Data Activation Overview, Create and Activate Segments in Data Cloud, Data Activation Use Cases, View Activation History, Segmentation Overview, [Data Sources Overview]

NEW QUESTION # 60

A finance company that uses Data Cloud wants to simplify how its users can view all the various channels a customer engages with. Which feature should the consultant recommend to meet this requirement?

- A. Use Data Cloud to connect with analytic tools, like Tableau.
- **B. Use Data Cloud to ingest data from various available data sources.**
- C. Create segments based on the ingested data and insights to activate in Marketing Cloud.
- D. Use calculated insights to determine when and how to engage with various customers.

Answer: B

NEW QUESTION # 61

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