

Exam4Tests Salesforce Data-Cloud-Consultant Questions PDF



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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.

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Salesforce Certified Data Cloud Consultant Sample Questions (Q90-Q95):

NEW QUESTION # 90

The leadership team at Cumulus Financial has determined that customers who deposited more than \$250,000 in the last five years and are not using advisory services will be the central focus for all new campaigns in the next year.

Which features support this use case?

- A. Streaming insight and segment
- B. Streaming insight and data action
- **C. Calculated insight and segment**
- D. Calculated insight and data action

Answer: C

Explanation:

* Understanding the Use Case:

The leadership team wants to focus on customers who have deposited more than \$250,000 in the last five years and are not using advisory services.

Reference:

* Features Involved:

Calculated Insight: This feature helps derive metrics and values based on existing data. In this case, it can calculate total deposits over the last five years.

Segment: Segmentation allows targeting specific groups of customers based on defined criteria, such as total deposits and usage of advisory services.

* Steps to Implement:

Create a Calculated Insight:

Navigate to Visual Insights Builder in Salesforce Data Cloud.

Create a new calculated insight to sum deposits for each customer over the last five years.

Create a Segment:

Use the Segment Canvas to create a new segment.

Apply filters to include customers with deposits over \$250,000 and exclude those using advisory services.

* Practical Application:

Example: Identify high-value customers who are not leveraging additional services and target them with personalized marketing campaigns to promote advisory services.

NEW QUESTION # 91

A company wants to test its marketing campaigns with different target populations.

What should the consultant adjust in the Segment Canvas interface to get different populations?

- A. Segmentation filters, direct attributions, and data sources
- **B. Direct attributes, related attributes, and population filters**
- C. Population filters and direct attributes
- D. Direct attributes and related attributes

Answer: B

Explanation:

* Segmentation in Salesforce Data Cloud:

The Segment Canvas interface is used to define and adjust target populations for marketing campaigns.

Reference:

* Elements for Adjusting Target Populations:

Direct Attributes: These are specific attributes directly related to the target entity (e.g., customer age, location).

Related Attributes: These are attributes related to other entities connected to the target entity (e.g., purchase history).

Population Filters: Filters applied to define and narrow down the segment population (e.g., active customers).

* Steps to Adjust Populations in Segment Canvas:

Direct Attributes: Select attributes that directly describe the target population.

Related Attributes: Incorporate attributes from related entities to enrich the segment criteria.

Population Filters: Apply filters to refine and target specific subsets of the population.

Example: To create a segment of "Active Customers Aged 25-35," use age as a direct attribute, purchase activity as a related attribute, and apply population filters for activity status and age range.

* Practical Application:

Navigate to the Segment Canvas.

Adjust direct attributes and related attributes based on campaign goals.

Apply population filters to fine-tune the target audience.

NEW QUESTION # 92

A Data Cloud consultant recently discovered that their identity resolution process is matching individuals that share email addresses or phone numbers, but are not actually the same individual.

What should the consultant do to address this issue?

- A. Create and run a new ruleset with fewer matching rules, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.
- B. Modify the existing ruleset with stricter matching criteria, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.
- C. Modify the existing ruleset with stricter matching criteria, run the ruleset and review the updated results, then adjust as needed until the individuals are matching correctly.
- **D. Create and run a new ruleset with stricter matching criteria, compare the two rulesets to review and verify the results, and then migrate to the new ruleset once approved.**

Answer: D

Explanation:

Identity resolution is the process of linking source profiles from different data sources into unified individual profiles based on match and reconciliation rules. If the identity resolution process is matching individuals that share email addresses or phone numbers, but are not actually the same individual, it means that the match rules are too loose and need to be refined. The best way to address this issue is to create and run a new ruleset with stricter matching criteria, such as adding more attributes or increasing the match score threshold. Then, the consultant can compare the two rulesets to review and verify the results, and see if the new ruleset reduces the false positives and improves the accuracy of the identity resolution. Once the new ruleset is approved, the consultant can migrate to the new ruleset and delete the old one. The other options are incorrect because modifying the existing ruleset can affect the existing unified profiles and cause data loss or inconsistency. Creating and running a new ruleset with fewer matching rules can increase the false negatives and reduce the coverage of the identity resolution. References: Create Unified Individual Profiles, AI-based Identity Resolution: Linking Diverse Customer Data, Data Cloud Identity Resolution.

NEW QUESTION # 93

Which functionality does Data Cloud offer to improve customer support interactions when a customer is working with an agent?

- A. Predictive troubleshooting
- B. Enhanced reporting tools
- **C. Real-time data integration**
- D. Automated customer service replies

Answer: C

Explanation:

* Customer Support in Salesforce Data Cloud: One of the key benefits of Salesforce Data Cloud is its ability to enhance customer support by providing comprehensive and real-time customer data.

* Real-Time Data Integration: This functionality allows customer support agents to access the most up-to-date customer information, improving their ability to respond to customer inquiries and issues effectively.

* Benefits for Customer Support:

Immediate Access: Agents have real-time access to customer interactions and data, ensuring they can provide accurate and timely support.

Contextual Information: The integrated data provides a holistic view of the customer's history and preferences, allowing for more personalized support interactions.

* Use Case: When a customer contacts support, the agent can see real-time updates on recent purchases, interactions, and any ongoing issues, enabling them to resolve queries quickly and efficiently.

* Reference:

Salesforce Data Cloud for Customer Support

Real-Time Data Integration in Salesforce

NEW QUESTION # 94

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

Answer: A,C

Explanation:

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 # 95

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