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Salesforce Data-Con-101 Exam Syllabus Topics:

| Topic | Details |
|---------|---|
| Topic 1 | <ul style="list-style-type: none">Segmentation and Insights: This domain centers on creating audience segments and deriving analytical insights from Data Cloud. It includes configuring and maintaining segments, analyzing membership scenarios, and distinguishing between calculated insights and real-time streaming insights. |
| 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 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. |

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Salesforce Certified Data Cloud Consultant Sample Questions (Q50-Q55):

NEW QUESTION # 50

Which method should a consultant use when performing aggregations in windows of 15 minutes on data collected via the Interaction SDK or Mobile SDK?

- A. Streaming insight
- B. Batch transform
- C. Formula fields
- D. Calculated insight

Answer: A

Explanation:

Streaming insight is a method that allows you to perform aggregations in windows of 15 minutes on data collected via the Interaction SDK or Mobile SDK. Streaming insight is a feature that enables you to create real-time metrics and insights based on streaming data from various sources, such as web, mobile, or IoT devices. Streaming insight allows you to define aggregation rules, such as count, sum, average, min, max, or percentile, and apply them to streaming data in time windows of 15 minutes. For example, you can use streaming insight to calculate the number of visitors, the average session duration, or the conversion rate for your website or app in 15-minute intervals. Streaming insight also allows you to visualize and explore the aggregated data in dashboards, charts, or tables. References: Streaming Insight, Create Streaming Insights

NEW QUESTION # 51

A user wants to be able to create a multi-dimensional metric to identify unified individual lifetime value (LTV).

Which sequence of data model object (DMO) joins is necessary within the calculated Insight to enable this calculation?

- A. Unified Individual > Unified Link Individual > Sales Order
- B. Sales Order > Individual > Unified Individual
- C. Sales Order > Unified Individual
- D. Unified Individual > Individual > Sales Order

Answer: A

Explanation:

To create a multi-dimensional metric to identify unified individual lifetime value (LTV), the sequence of data model object (DMO) joins that is necessary within the calculated Insight is Unified Individual > Unified Link Individual > Sales Order. This is because the Unified Individual DMO represents the unified profile of an individual or entity that is created by identity resolution¹. The Unified Link Individual DMO represents the link between a unified individual and an individual from a source system². The Sales Order DMO represents the sales order information from a source system³. By joining these three DMOs, you can calculate the LTV of a unified individual based on the sales order data from different source systems. The other options are incorrect because they do not join the correct DMOs to enable the LTV calculation. Option B is incorrect because the Individual DMO represents the source profile of an individual or entity from a source system, not the unified profile⁴. Option C is incorrect because the join order is reversed, and you need to start with the Unified Individual DMO to identify the unified profile. Option D is incorrect because it is missing the Unified Link Individual DMO, which is needed to link the unified profile with the source profile. References: Unified Individual Data Model Object, Unified Link Individual Data Model Object, Sales Order Data Model Object, Individual Data Model Object

NEW QUESTION # 52

A customer has a Master Customer table from their CRM to ingest into Data Cloud. The table contains a name and primary email address, along with other personally Identifiable information (PII).

How should the fields be mapped to support identity resolution?

- A. Map all fields to the Customer object.

- B. Map all fields to the Individual object, adding a custom field for the email address.
- C. Create a new custom object with fields that directly match the incoming table.
- D. Map name to the Individual object and email address to the Contact Phone Email object.

Answer: D

Explanation:

To support identity resolution in Data Cloud, the fields from the Master Customer table should be mapped to the standard data model objects that are designed for this purpose. The Individual object is used to store the name and other personally identifiable information (PII) of a customer, while the Contact Phone Email object is used to store the primary email address and other contact information of a customer. These objects are linked by a relationship field that indicates the contact information belongs to the individual. By mapping the fields to these objects, Data Cloud can use the identity resolution rules to match and reconcile the profiles from different sources based on the name and email address fields. The other options are not recommended because they either create a new custom object that is not part of the standard data model, or map all fields to the Customer object that is not intended for identity resolution, or map all fields to the Individual object that does not have a standard email address field. References: Data Modeling Requirements for Identity Resolution, Create Unified Individual Profiles

NEW QUESTION # 53

A company wants to include certain personalized fields in an email by including related attributes during the activation in Data Cloud. It notices that some values, such as purchased product names, do not have consistent casing in Marketing Cloud Engagement. For example, purchased product names appear as follows: Jacket, jacket, shoes, SHOES. The company wants to normalize all names to proper case and replace any null values with a default value.

How should a consultant fulfill this requirement within Data Cloud?

- A. Use formula fields when ingesting at the data stream level.
- B. Create a streaming insight with a data action.
- C. Create one batch data transform per data stream.
- D. Create one batch data transform that creates a new DLO.

Answer: D

Explanation:

To normalize purchased product names (e.g., converting casing to proper case and replacing null values with a default value) within Salesforce Data Cloud, the best approach is to create a batch data transform that generates a new DLO. Here's the detailed explanation:

Understanding the Problem: The company wants to ensure that product names in Marketing Cloud Engagement are consistent and properly formatted. The inconsistencies in casing (e.g., "Jacket," "jacket," "shoes," "SHOES") and the presence of null values need to be addressed before activation.

Why Batch Data Transform?

A batch data transform allows you to process large volumes of data in bulk, making it ideal for cleaning and normalizing datasets.

By creating a new DLO, you ensure that the original data remains intact while providing a clean, transformed dataset for downstream use cases like email personalization.

Steps to Implement This Solution :

Step 1: Navigate to the Data Streams section in Salesforce Data Cloud and identify the data stream containing the purchased product names.

Step 2: Create a new batch data transform by selecting the relevant data stream as the source.

Step 3: Use transformation functions to normalize the product names:

Apply the PROPER() function to convert all product names to proper case.

Use the COALESCE() function to replace null values with a default value (e.g., "Unknown Product").

Step 4: Configure the batch data transform to output the results into a new DLO . This ensures that the transformed data is stored separately from the original dataset.

Step 5: Activate the new DLO for use in Marketing Cloud Engagement. Ensure that the email templates pull product names from the transformed DLO instead of the original dataset.

Why Not Other Options?

A). Create a streaming insight with a data action: Streaming insights are designed for real-time processing and are not suitable for bulk transformations like normalizing casing or replacing null values.

B). Use formula fields when ingesting at the data stream level: Formula fields are useful for simple calculations but are limited in scope and cannot handle complex transformations like null value replacement.

Additionally, modifying the ingestion process may not be feasible if the data stream is already in use.

C). Create one batch data transform per data stream: This approach is inefficient and redundant. Instead of creating multiple

transforms, a single batch transform can handle all the required changes and output a unified, clean dataset. By creating a batch data transform that generates a new DLO, the company ensures that the product names are consistently formatted and ready for use in personalized emails, improving the overall customer experience.

NEW QUESTION # 54

Which two dependencies prevent a data stream from being deleted?
Choose 2 answers

- A. The underlying data lake object is used in activation.
- B. The underlying data lake object is used in segmentation.
- C. The underlying data lake object is used in a data transform.
- D. The underlying data lake object is mapped to a data model object.

Answer: C,D

Explanation:

To delete a data stream in Data Cloud, the underlying data lake object (DLO) must not have any dependencies or references to other objects or processes. The following two dependencies prevent a data stream from being deleted1:

Data transform: This is a process that transforms the ingested data into a standardized format and structure for the data model. A data transform can use one or more DLOs as input or output. If a DLO is used in a data transform, it cannot be deleted until the data transform is removed or modified2.

Data model object: This is an object that represents a type of entity or relationship in the data model. A data model object can be mapped to one or more DLOs to define its attributes and values. If a DLO is mapped to a data model object, it cannot be deleted until the mapping is removed or changed3.

1: Delete a Data Stream article on Salesforce Help

2: [Data Transforms in Data Cloud] unit on Trailhead

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

NEW QUESTION # 55

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