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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> 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 2	<ul style="list-style-type: none"> 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 3	<ul style="list-style-type: none"> • 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.
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Salesforce Certified Data 360 Consultant (Data-Con-101) Sample Questions (Q20-Q25):

NEW QUESTION # 20

A Data Cloud customer wants to adjust their identity resolution rules to increase their accuracy of matches. Rather than matching on email address, they want to review a rule that joins their CRM Contacts with their Marketing Contacts, where both use the CRM ID as their primary key.

Which two steps should the consultant take to address this new use case?

Choose 2 answers

- A. Map the primary key from the two systems to party identification, using CRM ID as the identification name for individuals coming from the CRM, and Marketing ID as the identification name for individuals coming from the marketing platform.
- **B. Create a matching rule based on party identification that matches on CRM ID as the party identification name.**
- C. Create a custom matching rule for an exact match on the Individual ID attribute.
- **D. Map the primary key from the two systems to Party Identification, using CRM ID as the identification name for both.**

Answer: B,D

Explanation:

Explanation

To address this new use case, the consultant should map the primary key from the two systems to Party Identification, using CRM ID as the identification name for both, and create a matching rule based on party identification that matches on CRM ID as the party identification name. This way, the consultant can ensure that the CRM Contacts and Marketing Contacts are matched based on their CRM ID, which is a unique identifier for each individual. By using Party Identification, the consultant can also leverage the benefits of this attribute, such as being able to match across different entities and sources, and being able to handle multiple values for the same individual. The other options are incorrect because they either do not use the CRM ID as the primary key, or they do not use Party Identification as the attribute type. References: Configure Identity Resolution Rulesets, Identity Resolution Match Rules, Data Cloud Identity Resolution Ruleset, Data Cloud Identity Resolution Config Input

NEW QUESTION # 21

Which tool allows users to visualize and analyze unified customer data in Data Cloud?

- **A. Tableau**
- B. Heroku
- C. Salesforce CLI
- D. Einstein Analytics

Answer: A

Explanation:

* **Salesforce Data Cloud Overview:** Salesforce Data Cloud enables organizations to unify and manage customer data from multiple sources, providing a comprehensive view of customer interactions and behaviors.

* **Visualization and Analysis:** For visualizing and analyzing this unified data, Salesforce provides multiple tools, each serving different purposes. Tableau is particularly noted for its advanced analytics and visualization capabilities.

* **Tableau Integration:** Tableau is integrated with Salesforce, allowing users to create detailed and interactive visualizations. It can connect directly to Salesforce Data Cloud, pulling in unified data for comprehensive analysis.

* **Capabilities:** Tableau supports a wide range of data sources and formats, offering drag-and-drop features to create complex charts and dashboards. This makes it an ideal tool for analyzing the rich datasets managed within Salesforce Data Cloud.

* **Reference:**

NEW QUESTION # 22

A customer has a calculated insight about lifetime value.
What does the consultant need to be aware of if the calculated insight needs to be modified?

- **A. Existing dimensions can be removed.**
- B. Existing measures can be removed.
- C. New measures can be added.
- D. New dimensions can be added.

Answer: A

Explanation:

A calculated insight is a multidimensional metric that is defined and calculated from data using SQL expressions. A calculated insight can include dimensions and measures. Dimensions are the fields that are used to group or filter the data, such as customer ID, product category, or region. Measures are the fields that are used to perform calculations or aggregations, such as revenue, quantity, or average order value. A calculated insight can be modified by editing the SQL expression or changing the data space. However, the consultant needs to be aware of the following limitations and considerations when modifying a calculated insight¹²:

Existing dimensions cannot be removed. If a dimension is removed from the SQL expression, the calculated insight will fail to run and display an error message. This is because the dimension is used to create the primary key for the calculated insight object, and removing it will cause a conflict with the existing data. Therefore, the correct answer is B.

New dimensions can be added. If a dimension is added to the SQL expression, the calculated insight will run and create a new field for the dimension in the calculated insight object. However, the consultant should be careful not to add too many dimensions, as this can affect the performance and usability of the calculated insight.

Existing measures can be removed. If a measure is removed from the SQL expression, the calculated insight will run and delete the field for the measure from the calculated insight object. However, the consultant should be aware that removing a measure can affect the existing segments or activations that use the calculated insight.

New measures can be added. If a measure is added to the SQL expression, the calculated insight will run and create a new field for the measure in the calculated insight object. However, the consultant should be careful not to add too many measures, as this can affect the performance and usability of the calculated insight. Reference: Calculated Insights, Calculated Insights in a Data Space.

NEW QUESTION # 23

Which consideration related to the way Data Cloud ingests CRM data is true?

- **A. The CRM Connector allows standard fields to stream into Data Cloud in real time.**
- B. The CRM Connector's synchronization times can be customized to up to 15-minute intervals.
- C. Formula fields are refreshed at regular sync intervals and are updated at the next full refresh.
- D. CRM data cannot be manually refreshed and must wait for the next scheduled synchronization.

Answer: A

Explanation:

The correct answer is D. The CRM Connector allows standard fields to stream into Data Cloud in real time.

This means that any changes to the standard fields in the CRM data source are reflected in Data Cloud almost instantly, without waiting for the next scheduled synchronization. This feature enables Data Cloud to have the most up-to-date and accurate CRM data for segmentation and activation¹.

The other options are incorrect for the following reasons:

* A. CRM data can be manually refreshed at any time by clicking the Refresh button on the data stream detail page². This option is false.

* B. The CRM Connector's synchronization times can be customized to up to 60-minute intervals, not 15-minute intervals³. This option is false.

* C. Formula fields are not refreshed at regular sync intervals, but only at the next full refresh⁴. A full refresh is a complete data ingestion process that occurs once every 24 hours or when manually triggered.

This option is false.

References:

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

- * 2: Data Sources in Data Cloud unit on Trailhead
- * 3: Data Cloud for Admins module on Trailhead
- * 4: [Formula Fields in Data Cloud] unit on Trailhead
- * : [Data Streams in Data Cloud] unit on Trailhead

NEW QUESTION # 24

How does identity resolution select attributes for unified individuals when there is conflicting information in the data model?

- A. Creates additional contact points
- **B. Leverages reconciliation rules**
- C. Creates additional rulesets
- D. Leverages match rules

Answer: B

Explanation:

Identity resolution is the process of creating unified profiles of individuals by matching and merging data from different sources. When there is conflicting information in the data model, such as different names, addresses, or phone numbers for the same person, identity resolution leverages reconciliation rules to select the most accurate and complete attributes for the unified profile. Reconciliation rules are configurable rules that define how to resolve conflicts based on criteria such as recency, frequency, source priority, or completeness. For example, a reconciliation rule can specify that the most recent name or the most frequent phone number should be selected for the unified profile. Reconciliation rules can be applied at the attribute level or the contact point level. References: Identity Resolution, Reconciliation Rules, Salesforce Data Cloud Exam Questions

NEW QUESTION # 25

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