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Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Data Visualization: This section evaluates the Tableau Consultant's ability to design effective visual analytics solutions. It involves creating dashboards and visual reports that enhance user understanding, employing techniques like dynamic actions and advanced chart types, and ensuring performance optimization for an interactive user experience.
Topic 2	<ul style="list-style-type: none">• Data Management: This part focuses on establishing governance and support for published content. Tableau Consultants are expected to manage data security, publish and maintain data sources and workbooks, and oversee content access. It includes applying governance best practices, using metadata APIs, and supporting administration functions to maintain data integrity and accessibility.
Topic 3	<ul style="list-style-type: none">• 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.
Topic 4	<ul style="list-style-type: none">• 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.

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them before the actual Analytics-Con-301 exam.

Salesforce Certified Tableau Consultant Sample Questions (Q54-Q59):

NEW QUESTION # 54

A client is working in Tableau Prep and has a field named OrderId that is compiled by country, year, and an order number as shown in the following table.

What should the consultant use to transform the table in the most efficient manner?

- A. The Aliases option
- B. A calculated field that uses the TRIM function
- C. The Split option
- D. A calculated field that uses the LEFT function

Answer: C

Explanation:

To transform the OrderId field in Tableau Prep, the Split option is the most efficient and straightforward method. Here's how you can apply it:

In Tableau Prep, drag your dataset into the flow.

Click on the OrderId field in the workspace to select it.

Look for the option in the toolbar that says "Split" and select it.

Choose "Automatic Split" if the delimiters (such as hyphens) are consistent; Tableau Prep should automatically detect the hyphen as the delimiter and split the OrderId into multiple new fields.

The dataset should now show new columns: one for the country code (CA, FR, US), one for the year (2017), and one for the order number (152156, 152157, etc.).

The Split option works effectively here because it automatically identifies and uses the hyphen as the delimiter to divide the original OrderId into the desired components without manual specification of conditions or writing any formulas.

References

This procedure is based on the standard functionalities provided in Tableau Prep for splitting a field into multiple columns based on a delimiter, as described in the Tableau Prep user guide.

NEW QUESTION # 55

A performance recording of a workbook shows that a query to an extracted data source is taking too long.

Which area should the consultant focus on optimizing if "Executing Query" is taking a long time?

- A. The number of VizQL processes
- B. Replacing nested calculations and Levels of Detail (LODs)
- C. The database's underlying data structure
- D. The use of filters on the Tableau dashboard

Answer: B

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

In Tableau Performance Recording, "Executing Query" refers to the amount of time Tableau spends executing the SQL or hyper query generated by the workbook. When an extract is used, the query is executed against the .hyper extract, not the original database.

Tableau documentation identifies several causes of slow query execution within extracts, including:

- * Nested row-level calculations
- * Complex logic in calculated fields
- * Multiple Levels of Detail (LOD) expressions
- * Non-optimized expressions that force Tableau to compute additional temporary tables These directly increase query complexity and cause longer "Executing Query" durations.

Therefore, optimizing the query requires simplifying or replacing:

- * Nested calculations
- * Unnecessary LOD expressions
- * Complex expressions that increase the workload on the extract engine

Option A is incorrect because the number of VizQL processes affects concurrency, not query execution time.

Option B is partially relevant, but dashboard filters affect the overall workload, not the specific query complexity. If the performance

recording shows "Executing Query" as the slow section, the query itself (not the filter UI layer) is the problem.
Option D does not apply because extracts use the hyper engine, not the underlying database. Optimizing the original database structure does not change the extract query execution time.
Thus, the consultant should focus on simplifying nested calculations and LODs to reduce extract query complexity.
* Tableau Performance Recording guide describing "Executing Query" as dependent on calculation complexity.
* Tableau extract engine documentation explaining that nested logic, multiple LODs, and granular calculations generate slower extract queries.
* Best practices recommending simplification of calculated fields to improve extract query performance.

NEW QUESTION # 56

A client has a database that stores widget inventory by day and it is updated on a nonstandard schedule as shown below.

□ They want a data visualization that shows widget inventory daily, however their business unit does not have the ability to modify the data warehouse structure.

What should the client do to achieve the desired result?

- A. Update the Widget Inventory Table to be a daily snapshot.
- B. Create a temporary table in the database.
- C. Use Tableau Desktop to visualize null values.
- **D. Use Tableau Prep to add new rows.**

Answer: D

Explanation:

For a client who needs a daily visualization of widget inventory but cannot modify the data warehouse structure, the best approach is to use Tableau Prep to add new rows. Tableau Prep can be used to manipulate the existing dataset by adding missing date entries and appropriately adjusting inventory counts based on available data. This allows the creation of a complete daily snapshot for visualization without needing changes to the underlying database structure.

NEW QUESTION # 57

A client has a Tableau Cloud deployment. Currently, dashboards are available only to internal users.

The client needs to embed interactive Tableau visualizations on their public website.

Data is < 5,000 rows, updated infrequently via manual refresh.

Cost is a priority.

Which product should the client use?

- A. Tableau Server licensed per core
- B. Tableau Cloud licensed per user
- C. Tableau Embedded Analytics
- **D. Tableau Public**

Answer: D

Explanation:

Comprehensive and Detailed Explanation From Exact Extract:

Tableau documentation explains:

Tableau Public

- * Free platform
- * Allows public sharing and embedding of fully interactive dashboards.
- * Ideal for small datasets and infrequent updates.
- * Does not require user-based licensing.
- * Embedding is unrestricted because all content is publicly visible.

This perfectly matches the scenario:

Public-facing website

Low cost priority

Small dataset

Manual, infrequent updates

Why the other options are incorrect:

A). Tableau Cloud (per user)

- * Requires paid licenses.

- * Does not allow unrestricted public embedding without expensive add-ons.
 - * Designed for secure internal use, not public web-wide embedding.
 - C). Tableau Embedded Analytics
 - * A paid embedding solution requiring proper licensing.
 - * Designed for large-scale, secure, programmatic embedding - too costly for this use case.
 - D). Tableau Server (per core)
 - * Requires server infrastructure & licensing.
 - * Far more expensive than Tableau Public.
- Thus, Tableau Public is the correct, cost-effective solution.
- * Tableau Public documentation describing free embedding for public websites.
 - * Comparison guides showing Tableau Cloud/Server require licensing for embedding.
 - * Public vs. Enterprise Tableau deployment best practices.

NEW QUESTION # 58

A client has a large data set that contains more than 10 million rows.

A consultant wants to calculate a profitability threshold as efficiently as possible. The calculation must classify the profits by using the following specifications:

- . Classify profit margins above 50% as Highly Profitable.
- . Classify profit margins between 0% and 50% as Profitable.
- . Classify profit margins below 0% as Unprofitable.

Which calculation meets these requirements?

- A. IF [ProfitMargin]>=0.50 Then 'Highly Profitable'
ELSEIF [ProfitMargin]>=0 Then 'Profitable'
ELSE 'Unprofitable'
END
- B. IF([ProfitMargin]>=0.50,'Highly Profitable', 'Profitable')
ELSE 'Unprofitable'
END
- C. IF [ProfitMargin]>0.50 Then 'Highly Profitable'
ELSEIF [ProfitMargin]>=0 Then 'Profitable'
ELSEIF [ProfitMargin] <0 Then 'Unprofitable'
END
- D. IF [ProfitMargin]>0.50 Then 'Highly Profitable'
ELSEIF [ProfitMargin]>=0 Then 'Profitable'
ELSE 'Unprofitable'
END

Answer: A

Explanation:

The correct calculation for classifying profit margins into categories based on specified thresholds involves the use of conditional statements that check ranges in a logical order:

Highly Profitable Classification: The first condition checks if the profit margin is 50% or more. This must use the ">=" operator to include exactly 50% as "Highly Profitable".

Profitable Classification: The next condition checks if the profit margin is between 0% and 50%. Since any value falling at or above 50% is already classified, this condition only needs to check for values greater than or equal to 0%.

Unprofitable Classification: The final condition captures any remaining scenarios, which would only be values less than 0%.

References:

Logical Order in Conditional Statements: It is crucial in programming and data calculation to ensure that conditions in IF statements are structured in a logical and non-overlapping manner to accurately categorize all possible values.

NEW QUESTION # 59

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