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Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Business Analysis: This section of the exam measures skills of Tableau Consultants focusing on evaluating the current state of analytics within an organization. It covers mapping business needs to Tableau capabilities, translating analytical requirements to best practices in Tableau, and recommending appropriate deployment options like Tableau Server or Tableau Cloud. It also includes evaluating existing data structures for supporting business needs and identifying performance risks and opportunities.
Topic 2	<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.

Topic 3	<ul style="list-style-type: none"> Business Consulting: For Tableau Consultants, this section involves designing and troubleshooting calculations and workbooks to meet advanced analytical use cases. It covers selecting appropriate chart types, applying Tableau's order of operations in calculations, building interactivity into dashboards, and optimizing workbook performance by resolving resource-intensive queries and other design-related issues.
Topic 4	<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 5	<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.

Salesforce Certified Tableau Consultant Sample Questions (Q53-Q58):

NEW QUESTION # 53

A company has a sales team that is segmented by territory. The team's manager wants to make sure each sales representative can see only data relevant to that representative's territory in the team Sales Dashboard.

The team is large and has high turnover, and the manager wants the mechanism for restricting data access to be as automated as possible. However, the team does not have a Tableau Data Management license.

What should the consultant recommend to meet the company's requirements?

- A. Create a user filter in the Sales Dashboard workbook and map each sales representative to the territories they are responsible for. Publish this dashboard to the Sales Dashboard project and ensure all users have permissions to view the dashboard.
- B. Create separate workbooks for each territory. Publish each dashboard to the same Sales Dashboard project, and set permissions so each sales representative can see only the dashboards for their territories.
- C. **Create a data source by joining the sales data table to an entitlements data table. Add a data source filter to restrict access and publish the data source. Connect the Sales Dashboard to this published data source.**
- D. Create one group for each territory and assign sales representatives to the appropriate groups. Map each group to a territory in the Sales Dashboard. Publish this dashboard to the Sales Dashboard project and ensure all users have permissions to view the dashboard.

Answer: C

Explanation:

To ensure that each sales representative sees only data relevant to their territory, the best approach in the absence of a Tableau Data Management license involves using a joined data source with entitlements:

Data Source Configuration: Create a data source that joins the sales data table with an entitlements table. The entitlements table contains mappings of sales representatives to their respective territories.

Data Source Filter: Implement a data source filter that restricts data based on the current user's access rights. This filter references the joined entitlements to dynamically control data visibility based on the logged-in user.

Publishing the Data Source: Publish this filtered data source to Tableau Server. All workbooks or dashboards connecting to this data source inherently respect the row-level security established by the data source filter.

References

This approach aligns with Tableau's capabilities for implementing row-level security directly within the data source, as detailed in the Tableau security management and data modeling best practices.

NEW QUESTION # 54

A university has data on its undergraduate students and their majors by grade level (Freshman, Sophomore, Junior, Senior). The university is interested in visualizing the path students take as they change majors across grade levels.

Which visualization type should the consultant recommend?

- A. Radar Chart
- B. Tree Chart

- C. Sankey Diagram
- D. Chord Chart

Answer: C

Explanation:

To visualize the path students take as they change majors across different grade levels, a Sankey Diagram is highly effective. This type of visualization illustrates the flow and quantity between different stages or categories:

Sankey Diagram: It allows for a visual representation of students' movements between majors over time. Each flow's thickness is proportional to the number of students moving from one major to another, giving a clear, immediate visual cue of major popularity and student migration patterns.

To create a Sankey Diagram in Tableau, you typically need to prepare the data specifically for this type of chart. The data must include source (starting major), target (ending major), and the value (number of students). It often requires custom calculations and data reshaping to get the data in a format that a Sankey can use.

Once the data is prepared, you can use a combination of calculated fields, path binning, and line charts to simulate the flow effect in Tableau. External plugins or web-based integrations might also be employed for more direct implementations.

References

Sankey Diagrams are not natively supported in Tableau but can be implemented through creative use of data preparation and calculations, as suggested in advanced Tableau user communities and demonstrated in various Tableau public galleries.

NEW QUESTION # 55

A new Tableau user created a simple dashboard on Tableau Server using supply chain data. Now, the user wants to know if they created the dashboard in accordance with specific performance best practices.

Which approach should the consultant recommend for the client to make this determination?

- A. Use Performance Recording in Tableau Desktop.
- B. Use inbuilt dashboards in Tableau Server to troubleshoot the performance.
- C. Use Performance Recording on Tableau Server.
- D. **Run Workbook Optimizer.**

Answer: D

Explanation:

The Workbook Optimizer is a tool specifically designed to evaluate a workbook against performance best practices. It provides feedback on key design characteristics and offers concrete guidance on how to improve workbook performance. This tool is beneficial for both new and experienced Tableau users to ensure their dashboards are optimized for performance1.

References: The Workbook Optimizer's functionality is detailed in Tableau's official documentation, which explains how it assesses workbooks against a set of rules derived from best practices1. Additionally, the Performance Recording feature in Tableau Desktop and Server can be used to identify performance issues, but the Workbook Optimizer gives a more comprehensive analysis of the workbook's adherence to best practices23.

NEW QUESTION # 56

A client is using Tableau to visualize data by leveraging security token-based credentials. Suddenly, sales representatives in the field are reporting that they cannot access the necessary workbooks. The client cannot recreate the error from their offices, but they have seen screenshots from the field agents. The client wants to restore functionality for the field agents with minimal disruption.

Which step should the consultant recommend to accomplish the client's goal?

- A. **Renew the security token via the Data Connection on Tableau Server.**
- B. Ask the workbook owners to republish the workbooks to refresh the security token.
- C. Ensure that "Allow Refresh Access" was checked when the data source was published.
- D. Change the data source permissions for the connection to "Prompt User."

Answer: A

Explanation:

When field agents are unable to access workbooks due to issues with security token-based credentials, the most immediate and least disruptive solution is to renew the security token. This can be done through the Data Connection settings on Tableau Server. Renewing the token will restore access for the field agents without requiring them to take any action or affecting other users.

References: The use of personal access tokens (PATs) in Tableau and the procedure for renewing them are documented in

Tableau's official resources. It is noted that PATs are long-lived authentication tokens that can be revoked and renewed to manage access securely¹. Additionally, there have been discussions in the Tableau Community regarding issues with concurrent PAT access, which further supports the need to manage tokens effectively².

NEW QUESTION # 57

An executive-level workbook leverages 37 of the 103 fields included in a data source. Performance for the workbook is noticeably slower than other workbooks on the same Tableau Server.

What should the consultant do to improve performance of this workbook while following best practice?

- A. Connect to the data source via a custom SQL query.
- B. Split some visualizations on the dashboard into many smaller visualizations on the same dashboard.
- C. Use filters, hide unused fields, and aggregate values.

Answer: C

Explanation:

OD. Restrict users from accessing the workbook to reduce server load.

Explanation:

To improve the performance of a Tableau workbook, it is best practice to streamline the data being used. This can be achieved by using filters to limit the data to only what is necessary for analysis, hiding fields that are not being used to reduce the complexity of the data model, and aggregating values to simplify the data and reduce the number of rows that need to be processed. These steps can help reduce the load on the server and improve the speed of the workbook.

References: The best practices for optimizing workbook performance in Tableau are well-documented in Tableau's official resources, including the Tableau Help Guide and the Designing Efficient Workbooks whitepaper, which provide detailed recommendations on how to streamline workbooks for better performance¹².

NEW QUESTION # 58

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It is common in modern society that many people who are more knowledgeable and capable than others finally lost some good opportunities for development because they didn't obtain the Analytics-Con-301 Certification. The prerequisite for obtaining the Analytics-Con-301 certification is to pass the exam, but not everyone has the ability to pass it at one time. Because of not having appropriate review methods and review materials, or not grasping the rule of the questions, so many candidates eventually failed to pass even if they have devoted much effort.

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