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Salesforce Data-Con-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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.
Topic 2	<ul style="list-style-type: none"> Data Cloud Overview: This domain covers the foundational understanding of Data Cloud including its core purpose, terminology, business value, and technical architecture. It also addresses typical use cases and the essential principles of ethical data handling when working with customer data.
Topic 3	<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.

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However, preparing for the Data-Con-101 exam is not an easy job until they have real Salesforce Certified Data Cloud Consultant (Data-Con-101) exam questions that are going to help them achieve this target. They have to find a trusted source such as Prep4SureReview to reach their goals. Get Data-Con-101 Certified, and then apply for jobs or get high-paying job opportunities. If

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Salesforce Certified Data Cloud Consultant Sample Questions (Q151-Q156):

NEW QUESTION # 151

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

Answer: C

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 # 152

The recruiting team at Cumulus Financial wants to identify which candidates have browsed the jobs page on its website at least twice within the last 24 hours. They want the information about these candidates to be available for segmentation in Data Cloud and the candidates added to their recruiting system.

Which feature should a consultant recommend to achieve this goal?

- A. Streaming insight
- B. Batch data transform
- C. Streaming data transform
- D. Calculated insight

Answer: A

Explanation:

A streaming insight is a feature that allows users to create and monitor real-time metrics from streaming data sources, such as web and mobile events. A streaming insight can also trigger data actions, such as sending notifications, creating records, or updating fields, based on the metric values and conditions. Therefore, a streaming insight is the best feature to achieve the goal of identifying candidates who have browsed the jobs page on the website at least twice within the last 24 hours, and adding them to the recruiting system. The other options are incorrect because:

A streaming data transform is a feature that allows users to transform and enrich streaming data using SQL expressions, such as filtering, joining, aggregating, or calculating values. However, a streaming data transform does not provide the ability to monitor metrics or trigger data actions based on conditions.

A calculated insight is a feature that allows users to define and calculate multidimensional metrics from data using SQL expressions, such as LTV, CSAT, or average order value. However, a calculated insight is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions.

A batch data transform is a feature that allows users to create and schedule complex data transformations using a visual editor, such as joining, aggregating, filtering, or appending data. However, a batch data transform is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions. References: Streaming Insights, Create a Streaming Insight, Use Insights in Data Cloud, Learn About Data Cloud Insights, Data Cloud Insights Using SQL, Streaming Data Transforms, Get Started with Batch Data Transforms in Data Cloud, Transformations for Batch Data Transforms, Batch Data Transforms in Data Cloud: Quick Look, Salesforce Data Cloud: AI CDP.

NEW QUESTION # 153

A consultant is ingesting a list of employees from their human resources database that they want to segment on. Which data stream category should the consultant choose when ingesting this data?

- A. Other Data
- B. Engagement Data
- C. Contact Data
- D. Profile Data

Answer: A

Explanation:

Categories of Data Streams:

Profile Data: Customer profiles and demographic information.

Contact Data: Contact points like email and phone numbers.

Other Data: Miscellaneous data that doesn't fit into the other categories.

Engagement Data: Interactions and behavioral data.

Reference: Salesforce Data Stream Categories

Ingesting Employee Data:

Employee data typically doesn't fit into profile, contact, or engagement categories meant for customer data.

"Other Data" is appropriate for non-customer-specific data like employee information.

Reference: Salesforce Data Ingestion Guide

Steps to Ingest Employee Data:

Navigate to the data ingestion settings in Salesforce Data Cloud.

Select "Create New Data Stream" and choose the "Other Data" category.

Map the fields from the HR database to the corresponding fields in Data Cloud.

Reference: Salesforce Data Ingestion Tutorial

Practical Application:

Example: A company ingests employee data to segment internal communications or analyze workforce metrics.

Choosing the "Other Data" category ensures that this non-customer data is correctly managed and utilized.

Reference: Salesforce Data Management Case Studies

NEW QUESTION # 154

Northern Trail Outfitters wants to create a segment with customers that have purchased in the last 24 hours.

The segment data must be as up to date as possible.

What should the consultant Implement when creating the segment?

- A. Use streaming insights for near real-time segmentation results.
- B. Use Einstein segmentation optimization to collect data from the last 24 hours.
- C. Use standard segment with a publish interval of 30 minutes.
- D. Use rapid segments with a publish interval of 1 hour.

Answer: A

Explanation:

To address Northern Trail Outfitters' requirement of creating a segment with customers who have purchased in the last 24 hours, while ensuring the data is as up to date as possible, streaming insights is the most appropriate solution. Here's why:

Understanding Streaming Insights :Salesforce Data Cloud provides Streaming Insights , which enables near real-time data processing and segmentation. This feature allows businesses to capture and act on customer interactions or transactions almost instantly, making it ideal for time-sensitive use cases like identifying recent purchasers.

Why Not Other Options?

Option B (Einstein Segmentation Optimization) : Einstein Segmentation Optimization focuses on improving segment performance using AI but does not inherently provide near real-time data updates. It is more about refining existing segments rather than ensuring low-latency data availability.

Option C (Rapid Segments with a Publish Interval of 1 Hour) : Rapid Segments are faster than standard segments but still involve a delay due to the publish interval. A 1-hour interval would not meet the "as up to date as possible" requirement.

Option D (Standard Segment with a Publish Interval of 30 Minutes) : Standard segments are processed less frequently and typically involve longer delays. Even with a 30-minute interval, this option cannot match the near real-time capabilities of streaming insights.

How Streaming Insights Works :

Streaming Insights processes data from connected sources (e.g., CRM, external systems) in near real-time.

When a customer makes a purchase, the transaction data is ingested into Data Cloud and immediately available for segmentation. The consultant can configure a segment rule to include only customers whose purchase timestamp falls within the last 24 hours. Salesforce Documentation Reference :According to Salesforce's official Data Cloud documentation, Streaming Insights is designed for scenarios where timely data is critical. It ensures that segments reflect the latest customer behavior without significant delays, aligning perfectly with Northern Trail Outfitters' needs.

NEW QUESTION # 155

Northern Trail Outfitters (NTO) owns and operates six unique brands, each with their own set of customers, transactions, and loyalty information. The marketing director wants to ensure that segments and activations from the NTO Outlet brand do not reference customers or transactions from the other brands.

What is the most efficient approach to handle this requirement?

- A. Separate the Outlet brand into a data space.
- B. Use Business Unit Aware activation.
- C. Separate the brands into six different data spaces.
- D. Create a batch data transform to generate a DLO for the Outlet brand.

Answer: A

Explanation:

To ensure segments and activations for the NTO Outlet brand do not reference data from other brands, the most efficient approach is to isolate the Outlet brand's data using Data Spaces. Here's the analysis:

Data Spaces (Option B):

Definition: Data Spaces in Salesforce Data Cloud partition data into isolated environments, ensuring that segments, activations, and analytics only reference data within the same space.

Why It Works: By creating a dedicated Data Space for the Outlet brand, all customer, transaction, and loyalty data for Outlet will be siloed. Segments and activations built in this space cannot access data from other brands, even if they exist in the same Data Cloud instance.

Efficiency: This avoids complex filtering logic or manual data management. It aligns with Salesforce's best practice of using Data Spaces for multi-brand or multi-entity organizations (Source: Salesforce Data Cloud Implementation Guide, "Data Partitioning with Data Spaces").

Why Other Options Are Incorrect:

Business Unit Aware Activation (A):

Business Unit (BU) settings in Salesforce CRM control record visibility but are not natively tied to Data Cloud segmentation.

BU-aware activation ensures activations respect sharing rules but does not prevent segments from referencing data across BUs in Data Cloud.

Six Different Data Spaces (C):

While creating a Data Space for each brand (6 total) would technically isolate all data, the requirement specifically focuses on the Outlet brand. Creating six spaces is unnecessary overhead and not the "most efficient" solution.

Batch Data Transform to Generate DLO (D):

Creating a Data Lake Object (DLO) via batch transforms would require ongoing manual effort to filter Outlet-specific data and does not inherently prevent cross-brand references in segments.

Steps to Implement:

Step 1: Navigate to Data Cloud Setup > Data Spaces and create a new Data Space for the Outlet brand.

Step 2: Ingest Outlet-specific data (customers, transactions, loyalty) into this Data Space.

Step 3: Build segments and activations within the Outlet Data Space. The system will automatically restrict access to other brands' data.

Conclusion: Separating the Outlet brand into its own Data Space (Option B) is the most efficient way to enforce data isolation and meet the requirement. This approach leverages native Data Cloud functionality without overcomplicating the setup.

NEW QUESTION # 156

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