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Salesforce Data-Con-101 Questions: Pass Exam With Good Scores [2026]

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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"> • 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 3	<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.

Salesforce Certified Data Cloud Consultant Sample Questions (Q112-Q117):

NEW QUESTION # 112

A customer notices that their consolidation rate has recently increased. They contact the consultant to ask why. What are two likely explanations for the increase?

Choose 2 answers

- A. New data sources have been added to Data Cloud that largely overlap with the existing profiles.
- B. Duplicates have been removed from source system data streams.
- C. Identity resolution rules have been added to the ruleset to increase the number of matched profiles.
- D. Identity resolution rules have been removed to reduce the number of matched profiles.

Answer: A,C

Explanation:

The consolidation rate is a metric that measures the amount by which source profiles are combined to produce unified profiles in Data Cloud, calculated as $1 - (\text{number of unified profiles} / \text{number of source profiles})$. A higher consolidation rate means that more source profiles are matched and merged into fewer unified profiles, while a lower consolidation rate means that fewer source profiles are matched and more unified profiles are created. There are two likely explanations for why the consolidation rate has recently increased for a customer:

New data sources have been added to Data Cloud that largely overlap with the existing profiles. This means that the new data sources contain many profiles that are similar or identical to the profiles from the existing data sources. For example, if a customer adds a new CRM system that has the same customer records as their old CRM system, the new data source will overlap with the existing one. When Data Cloud ingests the new data source, it will use the identity resolution ruleset to match and merge the overlapping profiles into unified profiles, resulting in a higher consolidation rate.

Identity resolution rules have been added to the ruleset to increase the number of matched profiles. This means that the customer has modified their identity resolution ruleset to include more match rules or more match criteria that can identify more profiles as belonging to the same individual. For example, if a customer adds a match rule that matches profiles based on email address and phone number, instead of just email address, the ruleset will be able to match more profiles that have the same email address and phone number, resulting in a higher consolidation rate.

Identity Resolution Calculated Insight: Consolidation Rates for Unified Profiles, Configure Identity Resolution Rulesets

NEW QUESTION # 113

A user has built a segment in Data Cloud and is in the process of creating an activation. When selecting related attributes, they cannot find a specific set of attributes they know to be related to the individual.

Which statement explains why these attributes are not available?

- A. The segment is not segmenting on profile data.
- B. The desired attributes reside on different related paths.
- C. The attributes are being used in another activation.
- D. Activations can only include 1-to-1 attributes.

Answer: B

Explanation:

The correct answer is C, the desired attributes reside on different related paths. When creating an activation in Data Cloud, you can select related attributes from data model objects that are linked to the segment entity.

However, not all related attributes are available for every activation. The availability of related attributes depends on the container path, which is the sequence of data model objects that connects the segment entity to the related entity. For example, if you segment on the Unified Individual entity, you can select related attributes from the Order Product entity, but only if the container path is Unified Individual > Order > Order Product. If the container path is Unified Individual > Order Line Item > Order Product, then the related attributes from Order Product are not available for activation. This is because Data Cloud only supports one- to-many relationships for related attributes, and Order Line Item is a many-to-many junction object between Order and Order Product. Therefore, you need to ensure that the desired attributes reside on the same related path as the segment entity, and that the path does not include any many-to-many junction objects. The other options are incorrect because they do not explain why the related attributes are not available. The segment entity can be any data model object, not just profile data. The attributes are not restricted by being used in another activation. Activations can include one-to-many attributes, not just one-to-one attributes. References:

Related Attributes in Activation

Considerations for Selecting Related Attributes

Salesforce Launches: Data Cloud Consultant Certification

Create a Segment in Data Cloud

NEW QUESTION # 114

What is the primary purpose of Data Cloud?

- A. Integrating and unifying customer data
- B. Managing sales cycles and opportunities
- C. Analyzing marketing data results
- D. Providing a golden record of a customer

Answer: A

Explanation:

Primary Purpose of Data Cloud:

Salesforce Data Cloud's main function is to integrate and unify customer data from various sources, creating a single, comprehensive view of each customer.

Reference: Salesforce Data Cloud Overview

Benefits of Data Integration and Unification:

Golden Record: Providing a unified, accurate view of the customer.

Enhanced Analysis: Enabling better insights and analytics through comprehensive data.

Improved Customer Engagement: Facilitating personalized and consistent customer experiences across channels.

Reference: Salesforce Data Cloud Benefits Documentation

Steps for Data Integration:

Ingest data from multiple sources (CRM, marketing, service platforms).

Use data harmonization and reconciliation processes to unify data into a single profile.

Reference: Salesforce Data Integration and Unification Guide

Practical Application:

Example: A retail company integrates customer data from online purchases, in-store transactions, and customer service interactions to create a unified customer profile.

This unified data enables personalized marketing campaigns and improved customer service.

Reference: Salesforce Unified Customer Profile Case Studies

NEW QUESTION # 115

Cumulus Financial wants to segregate Salesforce CRM Account data based on Country for its Data Cloud users.

What should the consultant do to accomplish this?

- A. Use Salesforce sharing rules on the Account object to filter and segregate records based on Country.
- B. Use formula fields based on the account Country field to filter incoming records.
- C. Use streaming transforms to filter out Account data based on Country and map to separate data model objects accordingly.
- D. Use the data spaces feature and applying filtering on the Account data lake object based on Country.

Answer: D

Explanation:

Data spaces are a feature that allows Data Cloud users to create subsets of data based on filters and permissions. Data spaces can be used to segregate data based on different criteria, such as geography, business unit, or product line. In this case, the consultant can use the data spaces feature and apply filtering on the Account data lake object based on Country. This way, the Data Cloud users can access only the Account data that belongs to their respective countries. References: Data Spaces, Create a Data Space

NEW QUESTION # 116

What is Data Cloud's primary value to customers?

- A. To create personalized campaigns by listening, understanding, and acting on customer behavior
- B. To connect all systems with a golden record
- C. To create a single source of truth for all anonymous data
- D. To provide a unified view of a customer and their related data

Answer: D

Explanation:

Data Cloud is a platform that enables you to activate all your customer data across Salesforce applications and other systems. Data Cloud allows you to create a unified profile of each customer by ingesting, transforming, and linking data from various sources, such as CRM, marketing, commerce, service, and external data providers. Data Cloud also provides insights and analytics on customer behavior, preferences, and needs, as well as tools to segment, target, and personalize customer interactions. Data Cloud's primary value to customers is to provide a unified view of a customer and their related data, which can help you deliver better customer experiences, increase loyalty, and drive growth. References: Salesforce Data Cloud, When Data Creates Competitive Advantage

NEW QUESTION # 117

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