

# CRM-Analytics-and-Einstein-Discovery-Consultant Vce File - Valid Real CRM-Analytics-and-Einstein-Discovery-Consultant Exam



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## Salesforce CRM-Analytics-and-Einstein-Discovery-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• Data Layer: In this comprehensive section, Salesforce consultants delve into the heart of data extraction and loading. It's all about showcasing a deep understanding of implementing refreshes for data syncs, performing data transformations, and implementing delivery management strategies in dataflows.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• Analytics Dashboard Implementation: Here, consultants embark on a creative exploration of dashboard configuration, optimization of query performance using Dashboard Inspector, and using advanced functionality such as windowing.</li></ul>

Topic 3	<ul style="list-style-type: none"> <li>• Admin</li> <li>• Configuration: This topic takes Salesforce consultants on a journey through the enablement of CRM Analytics. It tests their ability to design a solution that is suitable for data sync</li> <li>• dataflows</li> <li>• recipe limits.</li> </ul>
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### **Salesforce Certified CRM Analytics and Einstein Discovery Consultant Sample Questions (Q42-Q47):**

#### **NEW QUESTION # 42**

A manager at Cloud Kicks wants to separate and analyze accounts based on numeric information of its opportunity records. The data includes things like amount, quantity of products, contacts, and quotes. How should the CRM Analytics consultant accomplish this?

- A. Cluster in the recipes and select the metrics used for clusterization.
- B. Bucket for each measure and then use a global bucket to segment accounts.
- **C. Aggregate to summarize related data to account level.**

**Answer: C**

#### **NEW QUESTION # 43**

Universal Containers (UC) is looking to create a dashboard for whitespace analysis. UC wants to view a particular customer and see what similar customers have bought.

Which recipe transformation is helpful for the consultant to use while creating the dataset?

- A. Predict Missing Values
- B. Timeseries Forecasting
- **C. Cluster**

**Answer: C**

Explanation:

Cluster transformation is a powerful tool in CRM Analytics recipes used for grouping similar records together based on shared attributes. In this scenario, Universal Containers (UC) wants to perform whitespace analysis by viewing a particular customer and comparing their purchase history with similar customers. The Cluster transformation would help in identifying groups of customers who have made similar purchases. This can then be used to provide insights into what the viewed customer might also be interested in purchasing, based on similar customer behaviors.

Reference: CRM Analytics Recipes and Transformation

#### **NEW QUESTION # 44**

Universal Containers (UC) creates a dataset, "Book11", containing a budget per region per month for the first 6 months of the year, as shown in the graphic below. Now, UC wants to create a lens showing the total budget for each region for each month. Every combination of region and month must be shown in the lens, even if there is no data.

□ How should a CRM Analytics consultant help UC build this lens?

- A. Use a "fill" statement in SAQL query with a "partition" parameter.
- B. Use a "Compare Table" and add a column leveraging the "Running Total" function.
- C. Use a "Compare Table" and use the "Show Totals" option.

**Answer: B**

#### NEW QUESTION # 45

What can a consultant accomplish in the Predictions page of a model?

- A. If it is decided to follow some of the Einstein Recommendations for model improvement, see what the new model metrics would be.
- B. Create predicted outcome value by manually selecting values for some of the predictor fields.
- C. Estimate the impacted business value of using Einstein Discovery.

**Answer: B**

Explanation:

In the Predictions page of a model within CRM Analytics (formerly Einstein Discovery), users have the capability to interact with the model to see how different input values affect predictions. Here's a detailed look at what can be accomplished:

**Manual Input of Predictor Values:** Users can manually input or change values for predictor fields to see how these changes alter the predicted outcomes. This is especially useful for testing hypothetical scenarios and understanding how sensitive the model is to various inputs.

**Real-Time Interaction:** This functionality provides a hands-on way to explore the model's behavior, offering immediate feedback on how input variations impact predictions, which can help in refining the model or in training users on its application.

**Scenario Analysis:** By adjusting predictor values, users can conduct scenario analyses, which are crucial for strategic planning and decision-making.

#### NEW QUESTION # 46

How do you create a regression timeseries?

**Answer:**

Explanation:

In SAQL, use the timeseries function with the following arguments: Partition (the group\_by piece), Seasonality (set to 12 to get yearly seasonality).

#### NEW QUESTION # 47

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