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Salesforce Data Cloud Accredited Professional Exam Sample Questions (Q38-Q43):

NEW QUESTION # 38

Which data stream category type should be assigned in order to use the dataset for date and time-based operations in segmentation and calculated insights?

- A. Sales Order
- B. Individual

- C. Profile
- **D. Engagement**

Answer: D

Explanation:

To use a dataset for date and time-based operations in segmentation and calculated insights, the data stream category type should be assigned as Engagement . Here's why:

Understanding the Requirement

The goal is to perform date and time-based operations (e.g., filtering customers based on specific dates or times) in segmentation and calculated insights.

This requires a data stream category that captures customer interactions or activities over time.

Why Engagement?

Engagement Data Streams :

Engagement data streams are designed to capture customer interactions, such as website visits, email opens, purchases, or other time-based activities.

These streams inherently include timestamps, making them ideal for date and time-based operations.

Use in Segmentation and Calculated Insights :

Segmentation often involves filtering customers based on their engagement behavior (e.g., "customers who visited the website in the last 7 days").

Calculated insights leverage engagement data to derive metrics like recency, frequency, and trends over time.

Other Categories Are Less Suitable :

Individual : Focuses on demographic or static attributes (e.g., name, age) rather than time-based interactions.

Sales Order : Captures transactional data but is not optimized for general engagement-based operations.

Profile : Represents unified customer profiles and does not directly support date and time-based operations.

Steps to Implement This Solution

Step 1: Assign the Correct Category

When setting up the data stream, assign the Engagement category to ensure it is optimized for time-based operations.

Step 2: Map Date-Time Fields

Ensure that relevant fields (e.g., interaction timestamps) are mapped correctly during ingestion.

Step 3: Use in Segmentation and Insights

Leverage the ingested engagement data for segmentation (e.g., "customers who engaged in the last 24 hours") and calculated insights (e.g., "average time between interactions").

Conclusion

The Engagement category is specifically designed for capturing time-based interactions, making it the best choice for datasets used in date and time-based operations in segmentation and calculated insights.

NEW QUESTION # 39

A Data Cloud consultant tries to save a new 1-to-1 relationship between the Account DMO and Contact Point Address DMO but gets an error.

What should the consultant do to fix this error?

- A. Change the cardinality to many-to-one to accommodate multiple contacts per account.
- **B. Map additional fields to the Contact Point Address DMO.**
- C. Make sure that the total account records are high enough for Identity resolution.
- D. Map Account to Contact Point Email and Contact Point Phone also.

Answer: B

NEW QUESTION # 40

The website team at Cumulus Financial Services wants to understand which identified users have browsed the jobs page on their website at least twice within the last 12 hours. Which component should a consultant recommend to achieve this goal?

- **A. Streaming Insight**
- B. Streaming Data Transformation
- C. Segment
- D. Calculated Insight

Answer: A

Explanation:

This component should be recommended to achieve the goal of understanding which identified users have browsed the jobs page on their website at least twice within the last 12 hours. Streaming Insight allows you to query and filter data from real-time streams using window functions and aggregation functions. References:

https://help.salesforce.com/s/articleView?id=sf.c360_a_streaming_insights.htm&type=5

NEW QUESTION # 41

A customer wants to use the transactional data from their data warehouse in Data Cloud. They are only able to export the data via a SFTP site. What are two recommended ways to bring this data into Data Cloud?

- **A. Import the file into Amazon S3 and ingest with the Cloud Storage Connector**
- B. Manually import the file using the Data Import Wizard
- C. Utilize Salesforce's Dataloader application to perform a bulk upload from a desktop
- **D. Import the file into Google Cloud Storage and ingest with the Cloud Storage Connector**

Answer: A,D

NEW QUESTION # 42

What is the first step to set up and configure a Data Cloud instance after it has been provisioned?

- A. Complete the Salesforce Data Cloud "Get Started" process
- B. Enable Customer Data Cloud Admin permission set to the relevant Salesforce CRM user
- C. Connect to the Marketing Cloud Account Data Cloud is provisioned in
- **D. Connect to the Salesforce CRM org Data Cloud is provisioned in**

Answer: D

Explanation:

This is the first step to set up and configure a Data Cloud instance after it has been provisioned. The customer needs to connect to the Salesforce CRM org that Data Cloud is provisioned in, using the Salesforce CRM connector. This will allow Data Cloud to access the CRM data and map it to the Customer 360 data model.

References: [Salesforce CRM Connector], [Data Cloud Setup]

NEW QUESTION # 43

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