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### Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

| Topic   | Details                                                                                                                                                                                                                                        |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Topic 1 | <ul style="list-style-type: none"><li>Identity Resolution: It describes matching and how its rule sets are applied. Furthermore, it discusses reconciling data and its rule sets, the results of identity resolution, and use cases.</li></ul> |

|         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Topic 2 | <ul style="list-style-type: none"> <li>• <b>Data Cloud Overview:</b> This topic covers Data Cloud's function, key terminology, business value, typical use cases, the Data Cloud lifecycle, dependencies, and principles of data ethics. These sub-topics provide an overview of Data Cloud's capabilities and applications.</li> </ul>                                                                                                                                                                        |
| Topic 3 | <ul style="list-style-type: none"> <li>• <b>Data Cloud Setup and Administration:</b> This topic includes applying Data Cloud permissions, permission sets, org-wide settings. It describes and configures data stream types, and data bundles. Moreover, it discusses use cases for data spaces, creating data spaces, managing and administering Data Cloud using reports, dashboards, flows, packaging, data kits, diagnosing and exploring data using Data Explorer, Profile Explorer, and APIs.</li> </ul> |

## Salesforce Certified Data Cloud Consultant Sample Questions (Q101-Q106):

### NEW QUESTION # 101

Which method should a consultant use when performing aggregations in windows of 15 minutes on data collected via the Interaction SDK or Mobile SDK?

- A. Formula fields
- **B. Streaming insight**
- C. Batch transform
- D. Calculated insight

**Answer: B**

Explanation:

Streaming insight is a method that allows you to perform aggregations in windows of 15 minutes on data collected via the Interaction SDK or Mobile SDK. Streaming insight is a feature that enables you to create real-time metrics and insights based on streaming data from various sources, such as web, mobile, or IoT devices. Streaming insight allows you to define aggregation rules, such as count, sum, average, min, max, or percentile, and apply them to streaming data in time windows of 15 minutes. For example, you can use streaming insight to calculate the number of visitors, the average session duration, or the conversion rate for your website or app in 15-minute intervals. Streaming insight also allows you to visualize and explore the aggregated data in dashboards, charts, or tables.

References: Streaming Insight, Create Streaming Insights

### NEW QUESTION # 102

When creating a segment on an individual, what is the result of using two separate containers linked by an AND as shown below?

GoodsProduct | Count | At Least | 1

Color | Is Equal To | red

AND

GoodsProduct | Count | At Least | 1

PrimaryProductCategory | Is Equal To | shoes

- A. Individuals who purchased at least one of any 'red' product or purchased at least one pair of 'shoes'
- **B. Individuals who purchased at least one of any red' product and also purchased at least one pair of 'shoes'**
- C. Individuals who made a purchase of at least one 'red shoes' and nothing else
- D. Individuals who purchased at least one 'red shoes' as a single line item in a purchase

**Answer: B**

Explanation:

When creating a segment on an individual, using two separate containers linked by an AND means that the individual must satisfy both the conditions in the containers. In this case, the individual must have purchased at least one product with the color attribute equal to 'red' and at least one product with the primary product category attribute equal to 'shoes'. The products do not have to be the same or purchased in the same transaction. Therefore, the correct answer is A.

The other options are incorrect because they imply different logical operators or conditions. Option B implies that the individual must have purchased a single product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes'. Option C implies that the individual must have purchased only one product that has both the color attribute equal to 'red' and the primary product category attribute equal to 'shoes' and no other products. Option D implies that the individual must have purchased either one product with the color attribute equal to 'red' or one product with the primary product category attribute equal to 'shoes' or both, which is equivalent to using an OR operator instead of an AND operator.

Reference:

Create a Container for Segmentation

Create a Segment in Data Cloud

Navigate Data Cloud Segmentation

### NEW QUESTION # 103

A consultant needs to package Data Cloud components from one organization to another.

Which two Data Cloud components should the consultant include in a data kit to achieve this goal?

Choose 2 answers

- A. Calculated insights
- **B. Data model objects**
- **C. Identity resolution rulesets**
- D. Segments

**Answer: B,C**

Explanation:

To package Data Cloud components from one organization to another, the consultant should include the following components in a data kit:

Data model objects: These are the custom objects that define the data model for Data Cloud, such as Individual, Segment, Activity, etc. They store the data ingested from various sources and enable the creation of unified profiles and segments<sup>1</sup>.

Identity resolution rulesets: These are the rules that determine how data from different sources are matched and merged to create unified profiles. They specify the criteria, logic, and priority for identity resolution<sup>2</sup>. Reference:

1: Data Model Objects in Data Cloud

2: Identity Resolution Rulesets in Data Cloud

### NEW QUESTION # 104

A customer has a requirement to receive a notification whenever an activation fails for a particular segment.

Which feature should the consultant use to solution for this use case?

- A. Dashboard
- B. Report
- **C. Activation alert**
- D. Flow

**Answer: C**

Explanation:

The feature that the consultant should use to solution for this use case is C. Activation alert. Activation alerts are notifications that are sent to users when an activation fails or succeeds for a segment. Activation alerts can be configured in the Activation Settings page, where the consultant can specify the recipients, the frequency, and the conditions for sending the alerts. Activation alerts can help the customer to monitor the status of their activations and troubleshoot any issues that may arise. Reference: Salesforce Data Cloud Consultant Exam Guide, Activation Alerts

### NEW QUESTION # 105

A customer is concerned that the consolidation rate displayed in the identity resolution is quite low compared to their initial estimations.

Which configuration change should a consultant consider in order to increase the consolidation rate?

- A. Include additional attributes in the existing matching rules.
- **B. Increase the number of matching rules.**
- C. Reduce the number of matching rules.
- D. Change reconciliation rules to MostOccurring.

**Answer: B**

### Explanation

100 source records and create 80 unified profiles, your consolidation rate is 20%. To increase the consolidation rate, you need to increase the number of matches between source profiles, which can be done by adding more match rules. Match rules define the criteria for matching source profiles based on their attributes.

### NEW QUESTION # 106

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