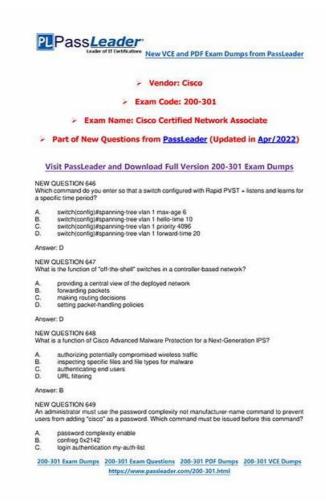
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### Salesforce Analytics-Con-301 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul> <li>Data Visualization: This section evaluates the Tableau Consultant's ability to design effective visual analytics solutions. It involves creating dashboards and visual reports that enhance user understanding, employing techniques like dynamic actions and advanced chart types, and ensuring performance optimization for an interactive user experience.</li> </ul>
Topic 2	Business Analysis: This section of the exam measures skills of Tableau Consultants focusing on evaluating the current state of analytics within an organization. It covers mapping business needs to Tableau capabilities, translating analytical requirements to best practices in Tableau, and recommending appropriate deployment options like Tableau Server or Tableau Cloud. It also includes evaluating existing data structures for supporting business needs and identifying performance risks and opportunities.

Topic 3	Data Management: This part focuses on establishing governance and support for published content.  Tableau Consultants are expected to manage data security, publish and maintain data sources and workbooks, and oversee content access. It includes applying governance best practices, using metadata APIs, and supporting administration functions to maintain data integrity and accessibility.
Topic 4	Data Analysis: This domain targets Tableau Consultants to plan and prepare data connections effectively. It includes recommending data transformation strategies, designing row-level security (RLS) data structures, and implementing advanced data connections such as Web Data Connectors and Tableau Bridge. Skills in specifying granularity and aggregation strategies for data sources across Tableau products are emphasized.
Topic 5	Business Consulting: For Tableau Consultants, this section involves designing and troubleshooting calculations and workbooks to meet advanced analytical use cases. It covers selecting appropriate chart types, applying Tableau's order of operations in calculations, building interactivity into dashboards, and optimizing workbook performance by resolving resource-intensive queries and other design-related issues.

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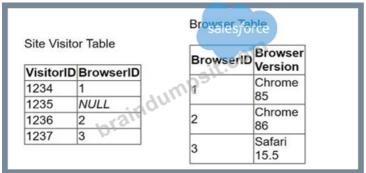
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## Salesforce Certified Tableau Consultant Sample Questions (Q28-Q33):

#### **NEW OUESTION #28**

A client collects information about a web browser customers use to access their website. They then visualize the breakdown of web traffic by browser version.

The data is stored in the format shown below in the related table, with a NULL BrowserID stored in the Site Visitor Table if an unknown browser version accesses their website.



The client uses "Some Records Match" for the Referential Integrity setting because a match is not guaranteed. The client wants to improve the performance of the dashboard while also getting an accurate count of site visitors. Which modifications to the data tables and join should the consultant recommend?

- A. Add an "Unknown" option to the Browser Table, reference its BrowserID in the Site Visitor Table, and leave the Referential Integrity set to "Some Records Match."
- B. Continue to use NULL as the BrowserID in the Site Visitor Table and change the Referential Integrity to "All Records Match."
- C. Add an "Unknown" option to the Browser Table, reference its BrowserID in the Site Visitor Table, and change the Referential Integrity to "All Records Match."
- D. Continue to use NULL as the BrowserID in the Site Visitor Table and leave the Referential Integrity set to "Some Records

#### Answer: C

#### Explanation:

To improve the performance of a Tableau dashboard while maintaining accurate counts, particularly when dealing with unknown or NULL BrowserIDs in the data tables, the following steps are recommended:

Modify the Browser Table: Add a new row to the Browser Table labeled "Unknown," assigning it a unique BrowserID, e.g., 0 or 4. Update the Site Visitor Table: Replace all NULL BrowserID entries with the BrowserID assigned to the "Unknown" entry. This ensures every record in the Site Visitor Table has a valid BrowserID that corresponds to an entry in the Browser Table. Change Referential Integrity Setting: Change the Referential Integrity setting from "Some Records Match" to "All Records Match." This change assumes all records in the primary table have corresponding records in the secondary table, which improves query performance by allowing Tableau to make optimizations based on this assumption.

#### References:

Handling NULL Values: Replacing NULL values with a valid unknown option ensures that all data is included in the analysis, and integrity between tables is maintained, thereby optimizing the performance and accuracy of the dashboard.

#### **NEW QUESTION #29**

A client notices that several groups are sharing content across divisions and are not complying with their data governance strategy. During a Tableau Server audit, a consultant notices that the asset permissions for the client's top-level projects are set to "Locked," but that "Apply to Nested Projects" is not checked.

The consultant recommends checking "Apply to Nested Projects" to enforce compliance.

Which impact will the consultant's recommendation have on access to the existing nested projects?

- A. Access will be automatically rolled back to the top-level project permissions immediately.
- B. Users will be prompted to manually update permissions for all nested projects.
- C. Current custom access will be maintained, but new custom permissions will not be granted.
- D. Users will be notified that they will automatically lose access to content after 30 days.

#### Answer: A

#### Explanation:

When "Apply to Nested Projects" is checked in Tableau Server, the permission rules set at the top-level project are enforced for all assets in the project and all nested projects. This means that any custom access previously granted to nested projects will be overridden, and the permissions will revert to those defined at the top-level project. This action ensures consistent application of the data governance strategy across all divisions.

References: The impact of checking "Apply to Nested Projects" is detailed in Tableau's official documentation, which explains how locked nested projects can be used to govern site content with greater flexibility and efficiency12.

#### **NEW OUESTION #30**

A new Tableau user created a simple dashboard on Tableau Server using supply chain data. Now, the user wants to know if they created the dashboard in accordance with specific performance best practices.

Which approach should the consultant recommend for the client to make this determination?

- A. Use Performance Recording in Tableau Desktop.
- B. Use Performance Recording on Tableau Server.
- C. Use inbuilt dashboards in Tableau Server to troubleshoot the performance.
- D. Run Workbook Optimizer.

#### Answer: D

#### Explanation:

The Workbook Optimizer is a tool specifically designed to evaluate a workbook against performance best practices. It provides feedback on key design characteristics and offers concrete guidance on how to improve workbook performance. This tool is beneficial for both new and experienced Tableau users to ensure their dashboards are optimized for performance1.

References: The Workbook Optimizer's functionality is detailed in Tableau's official documentation, which explains how it assesses workbooks against a set of rules derived from best practices 1. Additionally, the Performance Recording feature in Tableau Desktop and Server can be used to identify performance issues, but the Workbook Optimizer gives a more comprehensive analysis of the workbook's adherence to best practices 23.

#### **NEW QUESTION #31**

A client wants to count all the distinct orders placed in 2010. They have written the following calculation, but the result is incorrect. IF YEAR([Date])=2010 THEN COUNTD ([OrderID]) END

Which calculation will produce the correct result?

- A. COUNT(IF YEAR([Date])=2010 THEN [OrderID] END)
- B. COUNTD(IF YEAR([Date])=2010 THEN [OrderID] END)
- C. IF MIN(YEAR([Date]))=2010 THEN WINDOW COUNTD([OrderID]) END
- D. IF YEAR([Date])=2010 THEN {COUNTD ([OrderID])} END

#### Answer: B

#### Explanation:

The correct calculation to count all distinct orders placed in 2010 involves placing the conditional inside the aggregation function, not the other way around. Here's how to correct the client's calculation:

Original Calculation Issue: The client's original calculation attempts to apply the COUNTD function within an IF statement, which does not work as expected because the COUNTD function cannot conditionally count within the scope of the IF statement. Correct Calculation: COUNTD(IF YEAR([Date]) = 2010 THEN [OrderID] END). This calculation checks each order date; if the year is 2010, it returns the OrderID. The COUNTD function then counts all unique OrderIDs that meet this condition.

Why It Works: This method ensures that each order is first checked for the year condition before being counted, effectively filtering and counting in one step. It efficiently processes the data by focusing the distinct count operation only on relevant records.

References

This approach is consistent with Tableau's guidance on using conditional logic inside aggregation functions for accurate and efficient data calculations, as detailed in the Tableau User Guide under "Aggregations and Calculations".

#### **NEW QUESTION #32**

A client has a large data set that contains more than 10 million rows.

A consultant wants to calculate a profitability threshold as efficiently as possible. The calculation must classify the profits by using the following specifications:

- . Classify profit margins above 50% as Highly Profitable.
- . Classify profit margins between 0% and 50% as Profitable.
- . Classify profit margins below 0% as Unprofitable.

Which calculation meets these requirements?

- A. IF([ProfitMargin]>=0.50,'Highly Profitable', 'Profitable')
   ELSE 'Unprofitable'
   END
- B. IF [ProfitMargin]>0.50 Then 'Highly Profitable' ELSEIF [ProfitMargin]>=0 Then 'Profitable' ELSEIF [ProfitMargin] <0 Then 'Unprofitable' END
- C. IF [ProfitMargin]>=0.50 Then 'Highly Profitable' ELSEIF [ProfitMargin]>=0 Then 'Profitable' ELSE 'Unprofitable' END
- D. IF [ProfitMargin]>0.50 Then 'Highly Profitable' ELSEIF [ProfitMargin]>=0 Then 'Profitable' ELSE 'Unprofitable' END

#### Answer: C

#### Explanation:

The correct calculation for classifying profit margins into categories based on specified thresholds involves the use of conditional statements that check ranges in a logical order:

Highly Profitable Classification: The first condition checks if the profit margin is 50% or more. This must use the ">=" operator to include exactly 50% as "Highly Profitable".

Profitable Classification: The next condition checks if the profit margin is between 0% and 50%. Since any value falling at or above 50% is already classified, this condition only needs to check for values greater than or equal to 0%.

Unprofitable Classification: The final condition captures any remaining scenarios, which would only be values less than 0%. References:

Logical Order in Conditional Statements: It is crucial in programming and data calculation to ensure that conditions in IF statements are structured in a logical and non-overlapping manner to accurately categorize all possible values.

#### **NEW QUESTION #33**

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