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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	• Data Cloud Overview: 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.

Topic 2	• Act on Data: This topic defines activations and their basic use cases, using attributes and related attributes, identifying and analyzing timing dependencies affecting the Data Cloud lifecycle. Additionally it focuses on troubleshooting common problems with activations, and using data actions, including their requirements and intended use cases.
Topic 3	• Segmentation and Insights: This topic defines basic concepts of segmentation and use cases, identifies scenarios for analyzing segment membership, configuring, refining, and maintaining segments within Data Cloud, and differentiating between calculated and streaming insights.
Topic 4	• Data Ingestion and Modeling: This topic covers the different transformation capabilities within Data Cloud. It includes describing processes and considerations for data ingestion from various sources, defining, mapping, and modeling data using best practices aligned with identity resolution. Lastly, it discusses using available tools to inspect and validate ingested and modeled data.
Topic 5	• Data Cloud Setup and Administration: 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.

Salesforce Certified Data Cloud Consultant Sample Questions (Q54-Q59):

NEW QUESTION # 54

How does identity resolution select attributes for unified individuals when there is conflicting information in the data model?

- A. Leverages match rules
- B. Creates additional contact points
- **C. Leverages reconciliation rules**
- D. Creates additional rulesets

Answer: C

Explanation:

Identity resolution is the process of creating unified profiles of individuals by matching and merging data from different sources. When there is conflicting information in the data model, such as different names, addresses, or phone numbers for the same person, identity resolution leverages reconciliation rules to select the most accurate and complete attributes for the unified profile. Reconciliation rules are configurable rules that define how to resolve conflicts based on criteria such as recency, frequency, source priority, or completeness. For example, a reconciliation rule can specify that the most recent name or the most frequent phone number should be selected for the unified profile. Reconciliation rules can be applied at the attribute level or the contact point level. Reference: Identity Resolution, Reconciliation Rules, Salesforce Data Cloud Exam Questions

NEW QUESTION # 55

Which data model subject area should be used for any Organization, Individual, or Member in the Customer 360 data model?

- A. Global Account
- **B. Party**
- C. Engagement
- D. Membership

Answer: B

Explanation:

The data model subject area that should be used for any Organization, Individual, or Member in the Customer 360 data model is the Party subject area. The Party subject area defines the entities that are involved in any business transaction or relationship, such as customers, prospects, partners, suppliers, etc. The Party subject area contains the following data model objects (DMOs):

Organization: A DMO that represents a legal entity or a business unit, such as a company, a department, a branch, etc.

Individual: A DMO that represents a person, such as a customer, a contact, a user, etc.

Member: A DMO that represents the relationship between an individual and an organization, such as an employee, a customer, a partner, etc.

The other options are not data model subject areas that should be used for any Organization, Individual, or Member in the Customer 360 data model. The Engagement subject area defines the actions that people take, such as clicks, views, purchases, etc. The Membership subject area defines the associations that people have with groups, such as loyalty programs, clubs, communities, etc. The Global Account subject area defines the hierarchical relationships between organizations, such as parent-child, subsidiary, etc.

Data Model Subject Areas

Party Subject Area

Customer 360 Data Model

NEW QUESTION # 56

What are the two minimum requirements needed when using the Visual Insights Builder to create a calculated insight?

Choose 2 answers

- A. At least one measure
- B. A WHERE clause
- C. At least two objects to Join
- D. At least one dimension

Answer: A,D

Explanation:

Introduction to Visual Insights Builder:

* The Visual Insights Builder in Salesforce Data Cloud is a tool used to create calculated insights, which are custom metrics derived from the existing data.

NEW QUESTION # 57

A consultant at Northern Trail Outfitters is implementing Data Cloud and creating an activation target for their segment.

For activation membership, which object should the consultant choose?

- A. Data Activation Object
- B. Data Segmentation Object
- C. Data Model Object
- D. Data Lake Object

Answer: B

Explanation:

In Salesforce Data Cloud, activation membership refers to the individuals or records that qualify for a specific segment and are eligible to be activated (e.g., sent to external systems like Marketing Cloud). Here's the breakdown:

Data Segmentation Object (Option C):

Segments in Data Cloud are stored as Data Segmentation Objects, which include metadata about the segment (e.g., logic, filters) and its membership (the records/individuals that meet the criteria).

When configuring an activation target, you select the segment (and its membership) stored in the Data Segmentation Object to send to downstream systems.

Salesforce's official documentation confirms that segments and their memberships are managed through the Data Segmentation Object (Source: Salesforce Data Cloud Implementation Guide, "Segmentation and Activation").

Why Other Options Are Incorrect:

Data Model Object (A): Represents the structured data model (e.g., standard or custom objects like Individual or Account) but does not store segment membership.

Data Activation Object (B): A distractor; no such standard object exists in Data Cloud. Activation is a process that uses the Data Segmentation Object.

Data Lake Object (D): Stores raw, unprocessed data ingested into Data Cloud and is not directly used for activation.

Conclusion: For activation membership, the consultant must select the Data Segmentation Object to reference the segment's qualified members.

NEW QUESTION # 58

A consultant has an activation that is set to publish every 12 hours, but has discovered that updates to the data prior to activation are delayed by up to 24 hours.

Which two areas should a consultant review to troubleshoot this issue?

Choose 2 answers

- **A. Review calculated insights to make sure they're run before segments are refreshed.**
- B. Review calculated insights to make sure they're run after the segments are refreshed.
- **C. Review segments to ensure they're refreshed after the data is ingested.**
- D. Review data transformations to ensure they're run after calculated insights.

Answer: A,C

Explanation:

Explanation

The correct answer is B and C because calculated insights and segments are both dependent on the data ingestion process. Calculated insights are derived from the data model objects and segments are subsets of data model objects that meet certain criteria. Therefore, both of them need to be updated after the data is ingested to reflect the latest changes. Data transformations are optional steps that can be applied to the data streams before they are mapped to the data model objects, so they are not relevant to the issue. Reviewing calculated insights to make sure they're run after the segments are refreshed (option D) is also incorrect because calculated insights are independent of segments and do not need to be refreshed after them. References: Salesforce Data Cloud Consultant Exam Guide, Data Ingestion and Modeling, Calculated Insights, Segments

NEW QUESTION # 59

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