

Quiz Salesforce - Data-Cloud-Consultant - Fantastic Exam Salesforce Certified Data Cloud Consultant Lab Questions



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>> Exam Data-Cloud-Consultant Lab Questions <<

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Salesforce Certified Data Cloud Consultant Sample Questions (Q115-Q120):

NEW QUESTION # 115

Every day, Northern Trail Outfitters uploads a summary of the last 24 hours of store transactions to a new file in an Amazon S3 bucket, and files older than seven days are automatically deleted. Each file contains a timestamp in a standardized naming convention.

Which two options should a consultant configure when ingesting this data stream?

Choose 2 answers

- A. Ensure that deletion of old files is enabled.
- **B. Ensure the refresh mode is set to "Upsert".**
- C. Ensure the refresh mode is set to "Full Refresh."
- **D. Ensure the filename contains a wildcard to accommodate the timestamp.**

Answer: B,D

Explanation:

Explanation

When ingesting data from an Amazon S3 bucket, the consultant should configure the following options:

* The refresh mode should be set to "Upsert", which means that new and updated records will be added or updated in Data Cloud, while existing records will be preserved. This ensures that the data is always up to date and consistent with the source.

* The filename should contain a wildcard to accommodate the timestamp, which means that the file name pattern should include a variable part that matches the timestamp format. For example, if the file name is store_transactions_2023-12-18.csv, the wildcard could be store_transactions_*.csv. This ensures that the ingestion process can identify and process the correct file every day.

The other options are not necessary or relevant for this scenario:

* Deletion of old files is a feature of the Amazon S3 bucket, not the Data Cloud ingestion process. Data Cloud does not delete any files from the source, nor does it require the source files to be deleted after ingestion.

* Full Refresh is a refresh mode that deletes all existing records in Data Cloud and replaces them with the records from the source file. This is not suitable for this scenario, as it would result in data loss and inconsistency, especially if the source file only contains the summary of the last 24 hours of

* transactions. References: Ingest Data from Amazon S3, Refresh Modes

NEW QUESTION # 116

The recruiting team at Cumulus Financial wants to identify which candidates have browsed the jobs page on its website at least twice within the last 24 hours. They want the information about these candidates to be available for segmentation in Data Cloud and the candidates added to their recruiting system.

Which feature should a consultant recommend to achieve this goal?

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

Answer: C

Explanation:

A streaming insight is a feature that allows users to create and monitor real-time metrics from streaming data sources, such as web and mobile events. A streaming insight can also trigger data actions, such as sending notifications, creating records, or updating fields, based on the metric values and conditions. Therefore, a streaming insight is the best feature to achieve the goal of identifying candidates who have browsed the jobs page on the website at least twice within the last 24 hours, and adding them to the recruiting system. The other options are incorrect because:

A streaming data transform is a feature that allows users to transform and enrich streaming data using SQL expressions, such as filtering, joining, aggregating, or calculating values. However, a streaming data transform does not provide the ability to monitor metrics or trigger data actions based on conditions.

A calculated insight is a feature that allows users to define and calculate multidimensional metrics from data using SQL expressions, such as LTV, CSAT, or average order value. However, a calculated insight is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions.

A batch data transform is a feature that allows users to create and schedule complex data transformations using a visual editor, such as joining, aggregating, filtering, or appending data. However, a batch data transform is not suitable for real-time data analysis, as it runs on a scheduled basis and does not support data actions. Reference: Streaming Insights, Create a Streaming Insight, Use Insights in Data Cloud, Learn About Data Cloud Insights, Data Cloud Insights Using SQL, Streaming Data Transforms, Get Started with Batch Data Transforms in Data Cloud, Transformations for Batch Data Transforms, Batch Data Transforms in Data Cloud: Quick Look, Salesforce Data Cloud: AI CDP.

NEW QUESTION # 117

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

360 data model?

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

Answer: D

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.

References:

* Data Model Subject Areas

* Party Subject Area

* Customer 360 Data Model

NEW QUESTION # 118

A customer creates a large segment of customers that placed orders in the last 30 days, and adds related attributes from the... to the activation. Upon checking the activation in Marketing Cloud, they notice It contains orders that are older than 30 days.

What should a consultant do to resolve this issue?

- A. Use SQL in Marketing Cloud Engagement to remove orders older than 30 days.
- **B. Apply a filter to Purchase Order Date to exclude orders older than 30 days.**
- C. Apply a data space filter to exclude orders older than 30 days.
- D. use data graphs that contain only 30 days of data.

Answer: B

Explanation:

The issue arises because the activated segment in Marketing Cloud contains orders older than 30 days, despite the segment being defined to include only recent orders. The best solution is to apply a filter to the Purchase Order Date to exclude older orders.

Here's why:

Understanding the Issue

The segment includes related attributes from the purchase order data.

Despite filtering for orders placed in the last 30 days, older orders are appearing in the activation.

Why Apply a Filter to Purchase Order Date?

Root Cause :

The related attributes (e.g., purchase order details) may not be filtered by the same criteria as the segment.

Without a specific filter on the Purchase Order Date , older orders may inadvertently be included.

Solution Approach :

Applying a filter directly to the Purchase Order Date ensures that only orders within the desired timeframe are included in the activation.

Other Options Are Less Suitable :

A . Use data graphs that contain only 30 days of data : Data graphs are not typically used to filter data for activations.

B . Apply a data space filter to exclude orders older than 30 days : Data space filters apply globally and may unintentionally affect other use cases.

D . Use SQL in Marketing Cloud Engagement to remove orders older than 30 days : This is a reactive approach and does not address the root cause in Data Cloud.

Steps to Resolve the Issue

Step 1: Review the Segment Definition

Confirm that the segment filters for orders placed in the last 30 days.

Step 2: Add a Filter to Purchase Order Date

Modify the activation configuration to include a filter on the Purchase Order Date , ensuring only orders within the last 30 days are included.

Step 3: Test the Activation

Publish the segment again and verify that the activation in Marketing Cloud contains only the desired orders.

Conclusion

By applying a filter to the Purchase Order Date , the consultant ensures that only orders placed in the last 30 days are included in the activation, resolving the issue effectively.

NEW QUESTION # 119

What is a reason to create a formula when ingesting a data stream?

- A. To transform is date time field into a date field for use in data mapping
- B. To add a unique external identifier to an existing ruleset
- C. To remove duplicate rows of data from the data stream
- D. To concatenate files so they are ingested in the correct sequence

Answer: A

NEW QUESTION # 120

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