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Salesforce Data-Cloud-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	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 2	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.

Topic 3	• 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.
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Salesforce Certified Data Cloud Consultant Sample Questions (Q15-Q20):

NEW QUESTION # 15

Cumulus Financial is currently using Data Cloud and ingesting transactional data from its backend system via an S3 Connector in upsert mode. During the initial setup six months ago, the company created a formula field in Data Cloud to create a custom classification. It now needs to update this formula to account for more classifications.

What should the consultant keep in mind with regard to formula field updates when using the S3 Connector?

- A. Data Cloud does not support formula field updates for data streams of type upsert.
- **B. Data Cloud will update the formula for all records at the next incremental upsert refresh.**
- C. Data Cloud will only update the formula on a go-forward basis for new records.
- D. Data Cloud will initiate a full refresh of data from S3 and will update the formula on all records.

Answer: B

Explanation:

A formula field is a field that calculates a value based on other fields or constants. When using the S3 Connector to ingest data from an Amazon S3 bucket, Data Cloud supports creating and updating formula fields on the data lake objects (DLOs) that store the data from the S3 source. However, the formula field updates are not applied immediately, but rather at the next incremental upsert refresh of the data stream. An incremental upsert refresh is a process that adds new records and updates existing records from the S3 source to the DLO based on the primary key field. Therefore, the consultant should keep in mind that the formula field updates will affect both new and existing records, but only after the next incremental upsert refresh of the data stream. The other options are incorrect because Data Cloud does not initiate a full refresh of data from S3, does not update the formula only for new records, and does support formula field updates for data streams of type upsert. References: Create a Formula Field, Amazon S3 Connection, Data Lake Object

NEW QUESTION # 16

When performing segmentation or activation, which time zone is used to publish and refresh data?

- **A. Time zone set by the Salesforce Data Cloud org**
- B. Time zone of the Data Cloud Admin user
- C. Time zone of the user creating the activity
- D. Time zone specified on the activity at the time of creation

Answer: A

Explanation:

The time zone that is used to publish and refresh data when performing segmentation or activation is D. Time zone set by the Salesforce Data Cloud org. This time zone is the one that is configured in the org settings when Data Cloud is provisioned, and it applies to all users and activities in Data Cloud. This time zone determines when the segments are scheduled to refresh and when the activations are scheduled to publish. Therefore, it is important to consider the time zone difference between the Data Cloud org and the destination systems or channels when planning the segmentation and activation strategies. References: Salesforce Data Cloud Consultant Exam Guide, Segmentation, Activation

NEW QUESTION # 17

A consultant wants to make sure address details from customer orders are selected as best to save to the unified profile.

What should the consultant do to achieve this?

- **A. Select the address details on the Contact Point Address. Change the reconciliation rules for the specific address attributes to Source Priority and move the Oder DMO to the top.**
- B. Select the address details on the Contact Point Address. Change the reconciliation rules for the specific address attributes to Source Priority and move the Individual DMO to the bottom.

- C. Use the default reconciliation rules for Contact Point Address.
- D. Change the default reconciliation rules for Individual to Source Priority.

Answer: A

Explanation:

Unified Profile: Creating a unified customer profile in Salesforce Data Cloud involves consolidating data from various sources.

Reconciliation Rules: These rules determine which data source is considered the "best" when conflicting data is encountered.

Changing reconciliation rules allows prioritizing specific sources.

Source Priority: Setting source priority involves defining which data source should be preferred over others for specific attributes.

Process:

Step 1: Access the Data Cloud settings for reconciliation rules.

Step 2: Select the Contact Point Address details.

Step 3: Change the reconciliation rules for address attributes to "Source Priority." Step 4: Move the Order DMO to the top of the priority list. This ensures that address details from customer orders are prioritized and selected as the best data to save to the unified profile.

Benefits:

Accuracy: Ensures the most accurate and reliable address data is used in the unified profile.

Relevance: Gives priority to the most relevant and frequently updated source (customer orders).

References:

Salesforce Data Cloud Reconciliation Rules

Salesforce Unified Customer Profile

NEW QUESTION # 18

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

Answer: B,D

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 # 19

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

Answer: A

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