



Salesforce

Exam Questions Salesforce-Data-Cloud

Salesforce Data Cloud Accredited Professional Exam

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NEW QUESTION 1

Which type of measures with aggregate functions are supported?

- A. Date
- B. Text
- C. Numeric
- D. Boolean

Answer: C

Explanation:

Numeric is the only type of measures that support aggregate functions. Measures are numeric fields that can be aggregated using functions such as SUM, AVG, MIN, MAX, or COUNT. For example, you can use a measure to calculate the total revenue or the average order value from your data. Date, Text, and Boolean are not types of measures, but types of dimensions. Dimensions are fields that can be used to group or filter data, but not to perform calculations. References: Measures and Dimensions

NEW QUESTION 2

Which two dependencies can prevent a Data Stream from being deleted?

- A. A data stream attribute is mapped to a Data Model object
- B. A data stream attribute is used in Calculated Insight
- C. A data stream attribute is used in Segmentation
- D. A data stream attribute is used in Activation

Answer: AB

Explanation:

A data stream cannot be deleted if any of its attributes are mapped to a Data Model object or used in a Calculated Insight³. These dependencies need to be removed before deleting the data stream.

NEW QUESTION 3

Cloud Kicks has received a Request to be Forgotten by a customer. In which two ways can Data Cloud honor this request?

- A. Use Data Explorer to locate and manually remove the Individual
- B. Use the Consent API to suppress processing and delete the individual and related records from source data streams
- C. Delete the data from the incoming data stream and perform a full refresh
- D. Add the Individual Id to a headerless file and use the delete from file functionality

Answer: BD

Explanation:

These two ways can help Data Cloud honor a request to be forgotten by a customer. The Consent API allows you to set a consent flag for an individual that prevents further processing of their data and deletes their records from source data streams. The delete from file functionality allows you to upload a file with individual IDs that will be deleted from Data Cloud. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_consent_api.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_delete_from_file.htm&type=5

NEW QUESTION 4

How can attribute names be modified to match a naming convention in Cloud File Storage target?

- A. Update attribute names in the data stream configuration
- B. Update field names in the data model
- C. Set preferred attribute names when configuring activation
- D. Use a formula field to update the field name in an activation

Answer: B

Explanation:

You can modify the attribute names in the data model by editing the field label or API name of the corresponding field. This will change how the attribute name appears in the Cloud File Storage target. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_model.htm&type=5

NEW QUESTION 5

Cumulus Financial wants to be able to track the daily transaction volume for each of its customers in real time and send out a notification as soon it detects volume outside a customer's normal range. How should an administrator accommodate this request?

- A. Use Streaming Data Transformations with a Flow
- B. Use a Streaming Insight paired with a Data Action
- C. Use Streaming Data Transformations combined with a Data Action
- D. Use a Calculated Insight paired with a Flow

Answer: B

Explanation:

To track the daily transaction volume for each customer in real time and send out a notification as soon as it detects volume outside a customer's normal range, the administrator should use a Streaming Insight paired with a Data Action. A Streaming Insight is a metric that is calculated on streaming data as it is ingested into Data Cloud, allowing near-real-time analysis of customer behavior. A Data Action is an action that is triggered by a Streaming Insight, such as sending an email,

updating a record, or calling an API. By using these features, the administrator can monitor and respond to customer transactions in real time.

NEW QUESTION 6

What happens if no file name is specified in AWS S3 data stream during ingestion?

- A. The system does not fetch any file and the data stream shows an error.
- B. The system chooses the first file found in the S3 bucket
- C. The ingestion setup can't be completed without specifying the filename.
- D. The ingestion setup is completed but the data stream shows 0 records

Answer: A

Explanation:

If no file name is specified in AWS S3 data stream during ingestion, the system does not fetch any file and the data stream shows an error. AWS S3 data stream is a feature that allows you to stream data from Amazon Web Services Simple Storage Service (AWS S3) to Data Cloud in near real time. You need to specify the file name or prefix of the files that you want to ingest from your S3 bucket. If you leave this field blank, the system cannot find any matching files and returns an error message. References: AWS S3 Data Stream

NEW QUESTION 7

The website team at Cumulus Financial Services wants to understand which identified users have browsed the jobs page on their website at least twice within the last 12 hours. Which component should a consultant recommend to achieve this goal?

- A. Streaming Insight
- B. Calculated Insight
- C. Streaming Data Transformation
- D. Segment

Answer: A

Explanation:

This component should be recommended to achieve the goal of understanding which identified users have browsed the jobs page on their website at least twice within the last 12 hours. Streaming Insight allows you to query and filter data from real-time streams using window functions and aggregation functions.

References: https://help.salesforce.com/s/articleView?id=sf.c360_a_streaming_insights.htm&type=5

NEW QUESTION 8

What can be customized in the Data Cloud canonical model?

- A. Fields
- B. Objects, Fields, and Relationships
- C. Objects and Fields
- D. Objects

Answer: B

Explanation:

You can customize the Data Cloud canonical model by adding, editing, or deleting objects, fields, and relationships. You can also modify the properties, labels, and descriptions of these components. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_canonical_model.htm&type=5

NEW QUESTION 9

Which two characteristics describe the Customer 360 data model?

- A. A Conceptual Model
- B. A Static Model
- C. A Product Sold By Salesforce
- D. A Canonical Model

Answer: AD

Explanation:

The Customer 360 data model is a conceptual model and a canonical model. A conceptual model is a high-level representation of the entities and relationships in a domain of interest, without specifying any implementation details. A canonical model is a common and consistent data model that can be used across different systems and applications. References: [Customer 360 Data Model Overview], [Conceptual Model], [Canonical Model]

NEW QUESTION 10

A user needs permissions to access Data Cloud to create, manage, and publish segments. However, the user should not be allowed to create reports or manage data sources. Which permission set should an administrator assign?

- A. Customer Data Cloud for Marketing Admin
- B. Customer Data Cloud for Marketing Specialist
- C. Customer Data Cloud for Marketing Data Aware Specialist
- D. Customer Data Cloud for Marketing Manager

Answer: B

Explanation:

This permission set should be assigned to a user who needs permissions to access Data Cloud to create, manage, and publish segments, but not to create reports or manage data sources. This permission set allows the user to create and edit segments, calculated insights, streaming insights, and activations, but not

to access data streams, data model, identity resolution, or reports. References:
https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_permission_sets.htm&type=5

NEW QUESTION 10

Which two objects or fields are supported for ingestion using the Salesforce CRM connector?

- A. Custom Big Objects
- B. Standard Big Objects
- C. Standard Objects
- D. Custom Objects

Answer: CD

Explanation:

These two objects or fields are supported for ingestion using the Salesforce CRM connector. You can select standard or custom objects from your Salesforce CRM org and map them to Data Cloud data model objects. References:
https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_salesforce_crm.htm&type=5

NEW QUESTION 11

Which three features can be used to validate the data in the unified profile object?

- A. Data Actions
- B. Data Explorer
- C. Query API
- D. Profile Explorer
- E. Identity Reconciliation

Answer: BCD

Explanation:

These three features can be used to validate the data in the unified profile object. Data Explorer allows you to view the ingested data from different sources and how it is mapped to the unified profile object. Query API allows you to query the unified profile object using SOQL or SQL queries. Profile Explorer allows you to view the unified profile records and their attributes. References: https://help.salesforce.com/s/articleView?id=sf.c360_a_data_explorer.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.c360_a_query_api.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.c360_a_profile_explorer.htm&type=5

NEW QUESTION 14

What is allowed when editing a Calculated Insight?

- A. Removing existing measures
- B. Adding new measures
- C. Adding new dimensions
- D. Removing existing dimensions

Answer: B

Explanation:

You can add new measures or dimensions to a Calculated Insight by selecting them from the available attributes list

NEW QUESTION 19

Which three actions can be applied to a previously created segment?

- A. Reactivate
- B. Export
- C. Delete
- D. Copy
- E. Inactivate

Answer: BCD

Explanation:

These three actions can be applied to a previously created segment. You can export a segment to a CSV file, delete a segment from Data Cloud, or copy a segment to create a duplicate segment with the same criteria. References:
https://help.salesforce.com/s/articleView?id=sf.c360_a_segmentation_actions.htm&type=5

NEW QUESTION 23

To which Data Model entity should the Email field from a CRM Contact object be mapped?

- A. Lead
- B. Account Contact
- C. Individual
- D. Contact Point Email

Answer: D

Explanation:

The Email field from a CRM Contact object should be mapped to the Contact Point Email entity in the Customer 360 data model. This entity represents an email address that is associated with an individual or an account contact. References: [Contact Point Email Entity]

NEW QUESTION 24

A customer wants to create segments of users based on their Customer Lifetime Value. The source data that will be brought into the Data Cloud does not include that KPI. What process should be followed to achieve this outcome?

- A. Map Data to Data Model > Create Calculated Insight > Use in Segmentation
- B. Ingest Data > Map Data to Data Model > Create Calculated
- C. Insight > Use in Segmentation
- D. Ingest Data > Create Calculated Insight > Use in Segmentation
- E. Create Calculated Insight > Map Data to Data Model > Use in Segmentation

Answer: B

Explanation:

To create segments of users based on their Customer Lifetime Value, the customer needs to first ingest the source data into Data Cloud, then map the data to the Customer 360 data model, then create a calculated insight using the formula editor, and finally use the calculated insight in segmentation. References: [Data Ingestion], [Data Mapping], [Calculated Insights], [Segmentation]

NEW QUESTION 27

What is a DMO called if it inherits the name, shape, and semantics of the reference object?

- A. Custom DMO
- B. Standard DMO
- C. Data Lake Object (DLO)
- D. Data Source Object (DSO)

Answer: B

Explanation:

A Data Model Object (DMO) that inherits the name, shape, and semantics of the reference object is called a Standard DMO. A reference object is a predefined object in the Data Cloud data model that represents a common entity or concept, such as Individual, Order, or Product. A Standard DMO is a copy of a reference object that you can use to ingest data from a specific source without modifying the original reference object. A Standard DMO has the same fields and relationships as the reference object, but you can add custom fields or relationships to it if needed. References: Data Model Objects

NEW QUESTION 29

What should an administrator do to pause a segment activation but with the intent of using that segment again?

- A. Inactivate the segment
- B. Delete the segment
- C. Stop the Publish Schedule
- D. Skip the Activation

Answer: C

Explanation:

To pause a segment activation but with the intent of using that segment again, the administrator should stop the publish schedule for that segment. This will stop the segment from being refreshed and activated, but it will not delete or inactivate the segment. The administrator can resume the publish schedule at any time.

NEW QUESTION 31

What is the correct formula to display the value of the raw data column of "RetailPrice" plus an additional 5 percent?

- A. sourceField['RetailPrice1*1.05
- B. SELECT(['RetailPrice']*1.05)
- C. sourceField['retailprice']*1.05
- D. SELECT(['retailprice']*1.05)

Answer: C

Explanation:

This is the correct formula to display the value of the raw data column of ??RetailPrice?? plus an additional 5 percent. The formula uses the sourceField function to access the raw data column, and then multiplies it by 1.05 to add 5 percent. The formula is case-sensitive, so the column name must match exactly with the raw data column name. References: [Formula Editor], [sourceField Function]

NEW QUESTION 34

What is the relationship between Individual and Contact Point Objects?

- A. 1:1
- B. 1: Many
- C. Many: Many
- D. None of the above

Answer: B

Explanation:

The relationship between Individual and Contact Point Objects is 1: Many. This means that one Individual can have many Contact Points, such as email addresses, phone numbers, or postal addresses, but each Contact Point can only belong to one Individual. References: Data Model Overview

NEW QUESTION 39

What does it mean to build a trust-based, first-party data asset?

- A. Pass the trust-based compliance rules as a first-party data asset is added to Data Cloud
- B. Provide transparency and security for data gathered from individuals who provide consent for its use and receive value in exchange
- C. Obtain competitive data from reliable sources through interviews, surveys, and polls
- D. Ensure opt-in consents are collected for all email marketing as required by law

Answer: B

Explanation:

This is what it means to build a trust-based, first-party data asset. It involves respecting the privacy and preferences of individuals who share their data with an organization and ensuring that the data is used in a responsible and ethical way. References: <https://www.salesforce.com/products/genie/overview/>

NEW QUESTION 44

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