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QUESTIONS & ANSWERS
DEMO VERSION
(LIMITED CONTENT)

Question 1

Question Type: MultipleChoice

A customer has two Data Cloud orgs. A new configuration has been completed and tested for an Amazon S3 data stream and its mappings in one of the Data Cloud orgs.

What is recommended to package and promote this configuration to the customer's second org?

Options:

- A- Use the Metadata API.
- B- Use the Salesforce CRM connector.
- C- Create a data kit.
- D- Package as an AppExchange application.

Answer:

C

Explanation:

Data Cloud Configuration Promotion: When managing configurations across multiple Salesforce Data Cloud orgs, it's essential to use tools that ensure consistency and accuracy in the promotion process.

Data Kits: Salesforce Data Cloud allows users to package and promote configurations using data kits. These kits encapsulate data stream definitions, mappings, and other configuration elements into a portable format.

Process:

Create a data kit in the source org that includes the Amazon S3 data stream configuration and mappings.

Export the data kit from the source org.

Import the data kit into the target org, ensuring that all configurations are transferred accurately.

Advantages: Using data kits simplifies the migration process, reduces the risk of configuration errors, and ensures that all settings and mappings are consistently applied in the new org.

Reference:

Salesforce Data Cloud Developer Guide

Salesforce Data Cloud Packaging

Question 2

Question Type: MultipleChoice

Cumulus Financial needs to create a composite key on an incoming data source that combines the fields Customer Region and Customer Identifier.

Which formula function should a consultant use to create a composite key when a primary key is not available in a data stream?

Options:

- A- CONCAT
- B- COMBIN
- C- COALE
- D- CAST

Answer:

A

Explanation:

Composite Keys in Data Streams: When working with data streams in Salesforce Data Cloud, there may be situations where a primary key is not available. In such cases, creating a composite key from multiple fields ensures unique identification of records.

Formula Functions: Salesforce provides several formula functions to manipulate and combine data fields. Among them, the CONCAT function is used to combine multiple strings into one.

Creating Composite Keys: To create a composite key using CONCAT, a consultant can combine the values of Customer Region and Customer Identifier into a single unique identifier.

Example Formula: `CONCAT(Customer_Region, Customer_Identifier)`

Reference:

Salesforce Documentation: Formula Functions

Salesforce Data Cloud Guide

Question 3

Question Type: MultipleChoice

Which tool allows users to visualize and analyze unified customer data in Data Cloud?

Options:

- A- Salesforce CLI
- B- Heroku
- C- Tableau
- D- Einstein Analytics

Answer:

C

Explanation:

Salesforce Data Cloud Overview: Salesforce Data Cloud enables organizations to unify and manage customer data from multiple sources, providing a comprehensive view of customer interactions and behaviors.

Visualization and Analysis: For visualizing and analyzing this unified data, Salesforce provides multiple tools, each serving different purposes. Tableau is particularly noted for its advanced analytics and visualization capabilities.

Tableau Integration: Tableau is integrated with Salesforce, allowing users to create detailed and interactive visualizations. It can connect directly to Salesforce Data Cloud, pulling in unified data for comprehensive analysis.

Capabilities: Tableau supports a wide range of data sources and formats, offering drag-and-drop features to create complex charts and dashboards. This makes it an ideal tool for analyzing the rich datasets managed within Salesforce Data Cloud.

Reference:

Salesforce Help: Tableau Integration

Salesforce Data Cloud Overview

Question 4

Question Type: MultipleChoice

How does Data Cloud ensure data privacy and security?

Options:

- A- By encrypting data at rest and in transit
- B- By enforcing and controlling consent references
- C- By securely storing data in an offsite server
- D- BY limiting data access to authorized admins

Answer:

A

Explanation:

Data Privacy and Security in Data Cloud:

Ensuring data privacy and security is paramount in Salesforce Data Cloud.

Key Security Measures:

Encrypting Data at Rest and in Transit:

Data encryption ensures that information is protected from unauthorized access both when stored and when transmitted.

Enforcing and Controlling Consent Preferences:

Consent management ensures that data usage complies with customer permissions and regulatory requirements.

Steps to Implement Security Measures:

Data Encryption:

Enable encryption for data at rest using Salesforce Shield.

Ensure TLS/SSL encryption is used for data in transit.

Consent Management:

Set up and enforce consent preferences within Data Cloud.

Regularly audit and update consent records.

Practical Application:

Example: A financial institution uses encryption to secure customer financial data and manages consent to comply with GDPR.

Question 5

Question Type: MultipleChoice

Which two dependencies need to be removed prior to disconnecting a data source?

Choose 2 answers

Options:

A- Activation target

B- Segment

C- Activation

D- Data stream

Answer:

B, D

Explanation:

Dependencies in Data Cloud:

Before disconnecting a data source, all dependencies must be removed to prevent data integrity issues.

Identifying Dependencies:

Segment: Segments using data from the source must be deleted or reassigned.

Data Stream: The data stream must be disconnected, as it directly relies on the data source.

Steps to Remove Dependencies:

Remove Segments:

Navigate to the Segmentation interface in Salesforce Data Cloud.

Identify and delete segments relying on the data source.

Disconnect Data Stream:

Go to the Data Stream settings.

Locate and disconnect the data stream associated with the source.

Practical Application:

Example: When preparing to disconnect a legacy CRM system, ensure all segments and data streams using its data are properly removed or migrated.

Question 6

Question Type: MultipleChoice

The leadership team at Cumulus Financial has determined that customers who deposited more than \$250,000 in the last five years and are not using advisory services will be the central focus for all new campaigns in the next year.

Which features support this use case?

Options:

- A- Calculated insight and data action
- B- Calculated insight and segment
- C- Streaming insight and segment
- D- Streaming insight and data action

Answer:

B

Explanation:

Understanding the Use Case:

The leadership team wants to focus on customers who have deposited more than \$250,000 in the last five years and are not using advisory services.

Features Involved:

Calculated Insight: This feature helps derive metrics and values based on existing data. In this case, it can calculate total deposits over the last five years.

Segment: Segmentation allows targeting specific groups of customers based on defined criteria, such

as total deposits and usage of advisory services.

Steps to Implement:

Create a Calculated Insight:

Navigate to Visual Insights Builder in Salesforce Data Cloud.

Create a new calculated insight to sum deposits for each customer over the last five years.

Create a Segment:

Use the Segment Canvas to create a new segment.

Apply filters to include customers with deposits over \$250,000 and exclude those using advisory services.

Practical Application:

Example: Identify high-value customers who are not leveraging additional services and target them with personalized marketing campaigns to promote advisory services.

Question 7

Question Type: MultipleChoice

A consultant is ingesting a list of employees from their human resources database that they want to segment on.

Which data stream category should the consultant choose when ingesting this data?

Options:

- A- Profile Data
- B- Contact Data
- C- Other Data
- D- Engagement Data

Answer:

C

Explanation:

Categories of Data Streams:

Profile Data: Customer profiles and demographic information.

Contact Data: Contact points like email and phone numbers.

Other Data: Miscellaneous data that doesn't fit into the other categories.

Engagement Data: Interactions and behavioral data.

Ingesting Employee Data:

Employee data typically doesn't fit into profile, contact, or engagement categories meant for customer data.

'Other Data' is appropriate for non-customer-specific data like employee information.

Steps to Ingest Employee Data:

Navigate to the data ingestion settings in Salesforce Data Cloud.

Select 'Create New Data Stream' and choose the 'Other Data' category.

Map the fields from the HR database to the corresponding fields in Data Cloud.

Practical Application:

Example: A company ingests employee data to segment internal communications or analyze workforce metrics.

Choosing the 'Other Data' category ensures that this non-customer data is correctly managed and utilized.

Question 8

Question Type: MultipleChoice

What is the primary purpose of Data Cloud?

Options:

- A- Providing a golden record of a customer
- B- Managing sales cycles and opportunities
- C- Analyzing marketing data results
- D- Integrating and unifying customer data

Answer:

Explanation:

Primary Purpose of Data Cloud:

Salesforce Data Cloud's main function is to integrate and unify customer data from various sources, creating a single, comprehensive view of each customer.

Benefits of Data Integration and Unification:

Golden Record: Providing a unified, accurate view of the customer.

Enhanced Analysis: Enabling better insights and analytics through comprehensive data.

Improved Customer Engagement: Facilitating personalized and consistent customer experiences across channels.

Steps for Data Integration:

Ingest data from multiple sources (CRM, marketing, service platforms).

Use data harmonization and reconciliation processes to unify data into a single profile.

Practical Application:

Example: A retail company integrates customer data from online purchases, in-store transactions, and customer service interactions to create a unified customer profile.

This unified data enables personalized marketing campaigns and improved customer service.

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