



Vendor: Salesforce

Exam Code: Data-Con-101

Exam Name: Salesforce Certified Data Cloud Consultant

Version: DEMO

QUESTION 1

A customer has two Data 360 orgs. A new configuration has been completed and tested for an Amazon S3 data stream and its mappings in one of the Data 360 orgs. What is recommended to package and promote this configuration to the customer's second org?

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

Answer: D

Explanation:

The design point is to preserve source fidelity while shaping data only where Data 360 processing needs it. Here, Create a data kit. fits because it changes the shape, keying, or refresh behavior at the Data 360 layer instead of forcing the source system to carry an analytics-specific design. In production, this keeps the upstream application simpler and gives the data team a repeatable way to prepare records for mapping, identity resolution, insights, or segmentation. The distractors fall short because they either move the problem into the wrong system, add needless duplication, ignore Data 360 object relationships, or rely on a feature built for a different lifecycle stage. In a real implementation, those choices usually create brittle pipelines, stale data, security exposure, or segments that look correct on paper but fail when activated. Thinking like an architect, the selected option places the logic where Data 360 can govern it and reuse it reliably.

QUESTION 2

A customer has a requirement to receive a notification whenever an activation fails for a particular segment. Which feature should the Data 360 Consultant use to solution for this use case?

- A. Activation alert
- B. Flow
- C. Dashboard
- D. Report

Answer: B

Explanation:

The segmentation and activation design starts with grain: who or what the audience represents, and which attributes must travel with it. Flow works because Data 360 segmentation and activation must respect audience grain, relationship paths, and activation payload rules. A segment can qualify the audience, but activation determines which related attributes or contact points are actually sent downstream. The distractors fall short because they either move the problem into the wrong system, add needless duplication, ignore Data 360 object relationships, or rely on a feature built for a different lifecycle stage. In a real implementation, those choices usually create brittle pipelines, stale data, security exposure, or segments that look correct on paper but fail when activated. Thinking like an architect, the selected option places the logic where Data 360 can govern it and reuse it reliably. This is the nuance exam questions often test: the platform capability must match both the technical layer and the business timing requirement, not just sound related to data.

QUESTION 3

What does the Ignore Empty Value option do in Identity Resolution?

- A. Ignores Individual object records with empty fields when running identity resolution rules
- B. Ignores Contact Point object records with empty fields when running identity resolution rules

- C. Ignores empty fields when running reconciliation rules
- D. Ignores empty fields when running match rules

Answer: D

Explanation:

The identity logic is about linking source profiles safely, then choosing the best surviving values for the unified profile. Ignores empty fields when running match rules is appropriate because identity resolution needs reliable match inputs, qualified identifiers, and controlled reconciliation. It is not just deduplication; it is a rules-driven process that connects source records into a trusted unified profile. The distractors fall short because they either move the problem into the wrong system, add needless duplication, ignore Data 360 object relationships, or rely on a feature built for a different lifecycle stage. In a real implementation, those choices usually create brittle pipelines, stale data, security exposure, or segments that look correct on paper but fail when activated. Thinking like an architect, the selected option places the logic where Data 360 can govern it and reuse it reliably. This is the nuance exam questions often test: the platform capability must match both the technical layer and the business timing requirement, not just sound related to data.

QUESTION 4

An analyst needs to verify the data populated in a newly mapped data model object (DMO). They open the Query Editor within the Data 360 interface to perform a quick check of the records. What is the programming language the analyst must use to retrieve and view records from the DMO within this tool?

- A. Salesforce Object Query Language (SOQL)
- B. JavaScript Object Notation (JSON)
- C. Apex Data Manipulation Language
- D. Structured Query Language (SQL)

Answer: D

Explanation:

The modeling decision should make the data understandable, reusable, and correctly related before segmentation or activation depends on it. Structured Query Language (SQL) fits because Data 360 depends on mappings and relationships between data lake objects and data model objects. Correct modeling lets the same attribute mean the same thing across source systems and prevents downstream users from building logic on ambiguous fields. The distractors fall short because they either move the problem into the wrong system, add needless duplication, ignore Data 360 object relationships, or rely on a feature built for a different lifecycle stage. In a real implementation, those choices usually create brittle pipelines, stale data, security exposure, or segments that look correct on paper but fail when activated. Thinking like an architect, the selected option places the logic where Data 360 can govern it and reuse it reliably. This is the nuance exam questions often test: the platform capability must match both the technical layer and the business timing requirement, not just sound related to data.

QUESTION 5

Northern Trail Outfitters (NTO) wants to create a segment where a unique record is created in the published audience for every transaction a customer completes. If a customer makes three separate purchases, the resulting segment should contain three distinct entries for that customer to allow for transaction-specific messaging. All transactions are mapped to the Sales Order data model object (DMO), and NTO is using Identity Resolution to unify customers on the Unified Individual DMO. Which configuration should a Data 360 Consultant use to meet this requirement?

- A. Segment on the Individual DMO

- B. Segment on a calculated insight based on Sales Orders
- C. Segment on the Sales Order DMO
- D. Segment on the Unified Individual DMO

Answer: C

Explanation:

The identity logic is about linking source profiles safely, then choosing the best surviving values for the unified profile. Segment on the Sales Order DMO is appropriate because identity resolution needs reliable match inputs, qualified identifiers, and controlled reconciliation. It is not just deduplication; it is a rules-driven process that connects source records into a trusted unified profile. The distractors fall short because they either move the problem into the wrong system, add needless duplication, ignore Data 360 object relationships, or rely on a feature built for a different lifecycle stage. In a real implementation, those choices usually create brittle pipelines, stale data, security exposure, or segments that look correct on paper but fail when activated. Thinking like an architect, the selected option places the logic where Data 360 can govern it and reuse it reliably. This is the nuance exam questions often test: the platform capability must match both the technical layer and the business timing requirement, not just sound related to data.

QUESTION 6

A customer has a custom Customer_Email_c object related to the standard Contact object in Salesforce CRM. This custom object stores the email address for a Contact that they want to use for activation. To which data model object should the customer map the email object to?

- A. Custom Customer_Email_c object
- B. Contact
- C. Contact Point Email
- D. Individual

Answer: C

Explanation:

The modeling decision should make the data understandable, reusable, and correctly related before segmentation or activation depends on it. Contact Point Email fits because Data 360 depends on mappings and relationships between data lake objects and data model objects. Correct modeling lets the same attribute mean the same thing across source systems and prevents downstream users from building logic on ambiguous fields. The distractors fall short because they either move the problem into the wrong system, add needless duplication, ignore Data 360 object relationships, or rely on a feature built for a different lifecycle stage. In a real implementation, those choices usually create brittle pipelines, stale data, security exposure, or segments that look correct on paper but fail when activated. Thinking like an architect, the selected option places the logic where Data 360 can govern it and reuse it reliably. This is the nuance exam questions often test: the platform capability must match both the technical layer and the business timing requirement, not just sound related to data.

QUESTION 7

A Data 360 Consultant is explaining the behavior of Data 360 sandboxes to project stakeholders. The stakeholders want to know what happens to the data in a Data 360 sandbox during a standard version.

- A. Every single row of historical engagement data from the last 10 years
- B. A direct and real-time connection to the production data lake for live querying
- C. All customer credit card information and sensitive personal passwords
- D. Only the metadata, such as data model object (DMO) definitions and mappings

Answer: D

Explanation:

The lifecycle point is that Data 360 configuration is metadata, but it still has product-specific packaging and activation steps. Only the metadata, such as data model object (DMO) definitions and mappings is the right fit because Data 360 components are not fully usable just because generic deployment succeeded. The consultant must complete the Data 360-specific lifecycle step so streams, mappings, insights, and rules are correctly registered in the target environment. The distractors fall short because they either move the problem into the wrong system, add needless duplication, ignore Data 360 object relationships, or rely on a feature built for a different lifecycle stage. In a real implementation, those choices usually create brittle pipelines, stale data, security exposure, or segments that look correct on paper but fail when activated. Thinking like an architect, the selected option places the logic where Data 360 can govern it and reuse it reliably. This is the nuance exam questions often test: the platform capability must match both the technical layer and the business timing requirement, not just sound related to data.

QUESTION 8

A user wants to be able to create a multi-dimensional metric to identify unified individual lifetime value (LTV). Which sequence of data model object (DMO) joins is necessary within the calculated insight to enable this calculation?

- A. Sales Order > Unified Individual
- B. Unified Individual > Individual > Sales Order
- C. Sales Order > Individual > Unified Individual
- D. Unified Individual > Unified Link Individual > Sales Order

Answer: C

Explanation:

The modeling decision should make the data understandable, reusable, and correctly related before segmentation or activation depends on it. Sales Order > Individual > Unified Individual fits because Data 360 depends on mappings and relationships between data lake objects and data model objects. Correct modeling lets the same attribute mean the same thing across source systems and prevents downstream users from building logic on ambiguous fields. The distractors fall short because they either move the problem into the wrong system, add needless duplication, ignore Data 360 object relationships, or rely on a feature built for a different lifecycle stage. In a real implementation, those choices usually create brittle pipelines, stale data, security exposure, or segments that look correct on paper but fail when activated. Thinking like an architect, the selected option places the logic where Data 360 can govern it and reuse it reliably. This is the nuance exam questions often test: the platform capability must match both the technical layer and the business timing requirement, not just sound related to data.

QUESTION 9

A Data 360 Consultant for a high-growth retail brand is configuring the ingestion of customer behavioral data from a mobile application. The brand requires that the raw, unmodified data be stored exactly as it appears in the source system before any mapping or transformations occur to maintain a historical record of the transmission. Which object serves as the container of this source data in Data 360?

- A. Calculated Insight Object
- B. Data Model Object
- C. Party Identification Object
- D. Data Lake Object

Answer: D

Explanation:

The design point is to preserve source fidelity while shaping data only where Data 360 processing needs it. Here, Data Lake Object fits because it changes the shape, keying, or refresh behavior at the Data 360 layer instead of forcing the source system to carry an analytics-specific design. In production, this keeps the upstream application simpler and gives the data team a repeatable way to prepare records for mapping, identity resolution, insights, or segmentation. The distractors fall short because they either move the problem into the wrong system, add needless duplication, ignore Data 360 object relationships, or rely on a feature built for a different lifecycle stage. In a real implementation, those choices usually create brittle pipelines, stale data, security exposure, or segments that look correct on paper but fail when activated. Thinking like an architect, the selected option places the logic where Data 360 can govern it and reuse it reliably.

QUESTION 10

A data source does not have a field that can be designated as a primary key. What should the Data 360 Consultant do?

- A. Use the default primary key recommended by Data 360.
- B. Remove duplicates from the data source and then select a primary key.
- C. Select a field as a primary key and then add a key qualifier.
- D. Create a composite key by combining two or more source fields through a formula field.

Answer: D

Explanation:

The design point is to preserve source fidelity while shaping data only where Data 360 processing needs it. Here, Create a composite key by combining two or more source fields through a formula field. fits because it changes the shape, keying, or refresh behavior at the Data 360 layer instead of forcing the source system to carry an analytics-specific design. In production, this keeps the upstream application simpler and gives the data team a repeatable way to prepare records for mapping, identity resolution, insights, or segmentation. The distractors fall short because they either move the problem into the wrong system, add needless duplication, ignore Data 360 object relationships, or rely on a feature built for a different lifecycle stage. In a real implementation, those choices usually create brittle pipelines, stale data, security exposure, or segments that look correct on paper but fail when activated. Thinking like an architect, the selected option places the logic where Data 360 can govern it and reuse it reliably.

QUESTION 11

A solution architect needs to create a segment of "High Value Customers". They define this as anyone who qualifies for the existing Platinum Loyalty segment OR anyone who has spent more than US \$5,000. What is the most efficient way to build this?

- A. Create a waterfall segment, prioritizing the "Platinum Loyalty" group first and the "High Spender" group second.
- B. Use a nested segment for "Platinum Loyalty" and add a separate container for the minimum spend within OR operator.
- C. Create two separate segments and join them together in a Tableau dashboard for activation.
- D. Build a calculated insight that joins both conditions and use that as the only filter in a new segment.

Answer: B

Explanation:

The segmentation and activation design starts with grain: who or what the audience represents, and which attributes must travel with it. Use a nested segment for "Platinum Loyalty" and add a

separate container for the minimum spend within OR operator. works because Data 360 segmentation and activation must respect audience grain, relationship paths, and activation payload rules. A segment can qualify the audience, but activation determines which related attributes or contact points are actually sent downstream. The distractors fall short because they either move the problem into the wrong system, add needless duplication, ignore Data 360 object relationships, or rely on a feature built for a different lifecycle stage. In a real implementation, those choices usually create brittle pipelines, stale data, security exposure, or segments that look correct on paper but fail when activated. Thinking like an architect, the selected option places the logic where Data 360 can govern it and reuse it reliably.

QUESTION 12

A Data 360 Consultant is configuring a zero-copy architecture where an external Snowflake instance needs to access Data 360 data without the latency of traditional extract, transform, load (ETL) processes. Which capability should the consultant use to expose Data 360 objects to the external Snowflake environment?

- A. Data 360 Webhook Subscriptions
- B. Data 360 Data Shares
- C. Data 360 Data Bundles
- D. Data 360 S3 Direct Ingress

Answer: B

Explanation:

The architecture principle is to avoid unnecessary data movement when the external platform can be queried or shared securely. Data 360 Data Shares aligns with the zero-copy model because Data 360 can expose or query governed data without building another extract pipeline. That is important when teams want freshness, reduced duplication, and lower operational burden while still respecting permissions and platform boundaries. The distractors fall short because they either move the problem into the wrong system, add needless duplication, ignore Data 360 object relationships, or rely on a feature built for a different lifecycle stage. In a real implementation, those choices usually create brittle pipelines, stale data, security exposure, or segments that look correct on paper but fail when activated. Thinking like an architect, the selected option places the logic where Data 360 can govern it and reuse it reliably. This is the nuance exam questions often test: the platform capability must match both the technical layer and the business timing requirement, not just sound related to data.

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