



# Download Salesforce Data-Con-101 Exam Dumps Free

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# Question 1

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Question Type: MultipleChoice

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A financial services firm specializing in wealth management contacts a Data Cloud consultant with an identity resolution request. The company wants to enhance its strategy to better manage individual client profiles within family portfolios.

Family members often share addresses and sometimes phone numbers but have distinct investment preferences and financial goals. The firm aims to avoid blending individual family profiles into a single entity to maintain personalized service and accurate financial advice.

Which identity resolution strategy should the consultant put in place?

## Options:

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- A- Configure a single match rule with a single connected contact point based on address.
- B- Use multiple contact points without individual attributes in the match rules.
- C- Use a more restrictive design approach to ensure the match rules perform as desired.
- D- Configure a single match rule based on a custom identifier.

## Answer:

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C

## Explanation:

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To manage individual client profiles within family portfolios while avoiding blending profiles, the consultant should recommend a more restrictive design approach for identity resolution. Here's why:

Understanding the Requirement

The financial services firm wants to maintain distinct profiles for individual family members despite shared contact points (e.g., address, phone number).

The goal is to avoid blending profiles to ensure personalized service and accurate financial advice.

Why a Restrictive Design Approach?

Avoiding Over-Matching :

A restrictive design approach ensures that match rules are narrowly defined to prevent over-matching (e.g., merging profiles based solely on shared addresses or phone numbers).

This preserves the uniqueness of individual profiles while still allowing for some shared attributes.

Custom Match Rules :

The consultant can configure custom match rules that prioritize unique identifiers (e.g., email, social security number) over shared contact points.

This ensures that family members with shared addresses or phone numbers remain distinct.

Other Options Are Less Suitable :

A . Configure a single match rule with a single connected contact point based on address : This would likely result in over-matching and blending profiles, which is undesirable.

B . Use multiple contact points without individual attributes in the match rules : This approach lacks the precision needed to maintain distinct profiles.

D . Configure a single match rule based on a custom identifier : While custom identifiers are useful, relying on a single rule may not account for all scenarios and could lead to over-matching.

Steps to Implement the Solution

Step 1: Analyze Shared Attributes

Identify shared attributes (e.g., address, phone number) and unique attributes (e.g., email, social security number).

Step 2: Define Restrictive Match Rules

Configure match rules that prioritize unique attributes and minimize reliance on shared contact points.

Step 3: Test Identity Resolution

Test the match rules to ensure that individual profiles are preserved while still allowing for some shared attributes.

Step 4: Monitor and Refine

Continuously monitor the results and refine the match rules as needed to achieve the desired outcome.

Conclusion

A more restrictive design approach ensures that match rules perform as desired, preserving the uniqueness of individual profiles while accommodating shared attributes within family portfolios.

## Question 2

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Question Type: MultipleChoice

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A customer is trying to activate data from Data Cloud to an Amazon S3 Cloud File Storage Bucket.

Which authentication type should the consultant recommend to connect to the S3 bucket from Data Cloud?

Options:

- A- Use an S3 Private Key Certificate.
- B- Use an S3 Encrypted Username and Password.
- C- Use a JWT Token generated on S3.
- D- Use an S3 Access Key and Secret Key.

Answer:

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D

Explanation:

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To use the Amazon S3 Storage Connector in Data Cloud, the consultant needs to provide the S3 bucket name, region, and access key and secret key for authentication. The access key and secret key are generated by AWS and can be managed in the IAM console. The other options are not supported by the S3 Storage Connector or by Data Cloud. Reference: Amazon S3 Storage Connector - Salesforce, How to Use the Amazon S3 Storage Connector in Data Cloud | Salesforce Developers Blog

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## Question 3

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Question Type: MultipleChoice

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A healthcare client wants to make use of identity resolution, but does not want to risk unifying profiles that may share certain

personally identifying information (PII).

Which matching rule criteria should a consultant recommend for the most accurate matching results?

Options:

- A- Party Identification on Patient ID
- B- Exact Last Name and Email
- C- Email Address and Phone
- D- Fuzzy First Name, Exact Last Name, and Email

Answer:

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A

Explanation:

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Identity resolution is the process of linking data from different sources into a unified profile of a customer or an individual. Identity resolution uses matching rules to compare the attributes of different records and determine if they belong to the same person. Matching rules can be based on exact or fuzzy matching of various attributes, such as name, email, phone, address, or custom identifiers. A healthcare client who wants to use identity resolution, but does not want to risk unifying profiles that may share certain personally identifying information (PII), such as name or email, should use a matching rule criteria that is based on a unique and reliable identifier that is specific to the healthcare domain. One such identifier is the patient ID, which is a unique number assigned to each patient by a healthcare provider or system. By using the party identification on patient ID as a matching rule criteria, the healthcare client can ensure that only records that have the same patient ID are matched and unified, and avoid false positives or false negatives that may occur due to common or similar names or emails. The party identification on patient ID is also a secure and compliant way of handling sensitive healthcare data, as it does not expose or share any PII that may be subject to data protection regulations or standards. Reference: Configure Identity Resolution Rulesets, A framework of identity resolution: evaluating identity attributes and methods

## Question 4

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Question Type: MultipleChoice

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A client wants to bring in loyalty data from a custom object in Salesforce CRM that contains a point balance for accrued hotel points and airline points within the same record. The client wants

to split these point systems into two separate records for better tracking and processing.

What should a consultant recommend in this scenario?

Options:

- A- Clone the data source object.
- B- Use batch transforms to create a second data lake object.
- C- Create a junction object in Salesforce CRM and modify the ingestion strategy.
- D- Create a data kit from the data lake object and deploy it to the same Data Cloud org.

Answer:

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B

Explanation:

Batch transforms are a feature that allows creating new data lake objects based on existing data lake objects and applying transformations on them. This can be useful for splitting, merging, or reshaping data to fit the data model or business requirements. In this case, the consultant can use batch transforms to create a second data lake object that contains only the airline points from the original loyalty data object. The original object can be modified to contain only the hotel points. This way, the client can have two separate records for each point system and track and process them accordingly. Reference: Batch Transforms, Create a Batch Transform

## Question 5

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Question Type: MultipleChoice

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A consultant is discussing the benefits of Data Cloud with a customer that has multiple disjointed data sources.

Which two functional areas should the consultant highlight in relation to managing customer data?

Choose 2 answers

### Options:

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- A- Data Harmonization
- B- Unified Profiles
- C- Master Data Management
- D- Data Marketplace



### Answer:

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A, B

### Explanation:

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Data Cloud is an open and extensible data platform that enables smarter, more efficient AI with secure access to first-party and industry data<sup>1</sup>. Two functional areas that the consultant should highlight in relation to managing customer data are:

**Data Harmonization:** Data Cloud harmonizes data from multiple sources and formats into a common schema, enabling a single source of truth for customer data<sup>1</sup>. Data Cloud also applies data quality rules and transformations to ensure data accuracy and consistency.

**Unified Profiles:** Data Cloud creates unified profiles of customers and prospects by linking data across different identifiers, such as email, phone, cookie, and device ID<sup>1</sup>. Unified profiles provide a holistic view of customer behavior, preferences, and interactions across channels and touchpoints. The other options are not correct because:

**Master Data Management:** Master Data Management (MDM) is a process of creating and maintaining a single, consistent, and trusted source of master data, such as product, customer, supplier, or location data. Data Cloud does not provide MDM functionality, but it can integrate with MDM solutions to enrich customer data.

**Data Marketplace:** Data Marketplace is a feature of Data Cloud that allows users to discover, access, and activate data from third-party providers, such as demographic, behavioral, and intent data. Data Marketplace is not a functional area related to managing customer data, but rather a source of external data that can enhance customer data. Reference:

Salesforce Data Cloud

[Data Harmonization for Data Cloud]

[Unified Profiles for Data Cloud]

[What is Master Data Management?]

[Integrate Data Cloud with Master Data Management]

[Data Marketplace for Data Cloud]

## Question 6

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Question Type: MultipleChoice

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The Data Cloud admin at Northern Trail Outfitters (NTO) wants to be proactively and immediately informed via Slack and email if any of the data streams fail for any reason. If this happens, a case should also be triggered as part of NTO's existing support and triage process, and reflected in its global monitoring dashboard.

What should a consultant recommend for these requirements?

### Options:

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- A- Data actions
- B- Data Cloud Query Editor
- C- Salesforce flows
- D- Salesforce reports and dashboards

### Answer:

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C

### Explanation:

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To meet the requirement of being proactively and immediately informed via Slack and email if any data streams fail, and to trigger a case as part of the support process, the best solution is to use Salesforce Flows . Here's why and how this works:

Understanding the Requirements :

The admin wants to be notified immediately via Slack and email when a data stream fails.

A case should also be created automatically to reflect the issue in the global monitoring dashboard.

This requires an automated process that integrates with both internal systems (e.g., Slack, email) and external workflows (e.g., case creation).

## Why Salesforce Flows?

Salesforce Flows are highly flexible and can automate complex business processes. They can monitor system events (e.g., data stream failures) and trigger actions like sending notifications or creating records.

Flows can integrate seamlessly with Slack and email using platform events and action elements.

They can also create cases programmatically and update dashboards for real-time monitoring.

Steps to Implement This Solution :

Step 1: Navigate to Setup > Process Automation > Flows and create a new flow.

Step 2: Configure a Platform Event Trigger or Record-Triggered Flow to listen for data stream failure events.

Step 3: Add an action element to send a notification to Slack using the Slack Integration feature.

Step 4: Add another action element to send an email alert using the Send Email action.

Step 5: Add a step to create a Case record with details about the failure. Use predefined fields to populate relevant information (e.g., error message, timestamp).

Step 6: Update the global monitoring dashboard to reflect the newly created case. This can be done by linking the case to a report or dashboard component.

## Why Not Other Options?

A . Data actions: While data actions can perform specific tasks on data, they are not designed for cross-system automation like sending Slack notifications or creating cases.

B . Data Cloud Query Editor: The Query Editor is used for querying and analyzing data but does not provide automation capabilities for notifications or case creation.

D . Salesforce reports and dashboards: Reports and dashboards are for visualizing data, not for triggering actions or automating workflows.

By using Salesforce Flows, NTO can achieve a fully automated and integrated solution that meets all the stated requirements.

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## Question 7

Question Type: MultipleChoice

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A company is seeking advice from a consultant on how to address the challenge of having multiple leads and contacts in Salesforce that share the same email address. The consultant wants to provide a detailed and comprehensive explanation on how Data Cloud can be leveraged

to effectively solve this issue.

What should the consultant highlight to address this company's business challenge?

### Options:

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- A- Data Bundles
- B- Calculated Insights
- C- Identity Resolution
- D- Use a data action to send each ride as an event to Marketing Cloud Engagement, then use AMP script to summarize this data in the email.

### Answer:

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C

### Explanation:

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**Issue Overview:** When multiple leads and contacts share the same email address in Salesforce, it can lead to data duplication, inaccurate customer views, and inefficient marketing and sales efforts.

**Data Cloud Identity Resolution:** Salesforce Data Cloud offers Identity Resolution as a powerful tool to address this issue. It helps in merging and unifying data from multiple sources to create a single, comprehensive customer profile.

**Process:**

**Data Ingestion:** Import lead and contact data into Salesforce Data Cloud.

**Identity Resolution Rules:** Configure Identity Resolution rules to match and merge records based on key identifiers like email addresses.

**Unification:** The tool consolidates records that share the same email address, eliminating duplicates and ensuring a single view of each customer.

**Continuous Updates:** As new data comes in, Identity Resolution continuously updates and maintains the unified profiles.

**Benefits:**

**Accurate Customer View:** Reduces duplicate records and provides a complete view of each customer's interactions and history.

**Improved Efficiency:** Streamlines marketing and sales efforts by targeting a unified customer profile.

Reference:

Salesforce Data Cloud Identity Resolution

Salesforce Help: Identity Resolution Overview

## Question 8

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Question Type: MultipleChoice

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Which two steps should a consultant take if a successfully configured Amazon S3 data stream fails to refresh with a "NO FILE FOUND" error message?

Select 2 answers

### Options:

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- A- Check if correct permissions are configured for the Data Cloud user.
- B- Check if the Amazon S3 data source is enabled in Data Cloud Setup.
- C- Check If the file exists in the specified bucket location.
- D- Check if correct permissions are configured for the S3 user.

### Answer:

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A, C

### Explanation:

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A "NO FILE FOUND" error message indicates that Data Cloud cannot access or locate the file from the Amazon S3 source. There are two possible reasons for this error and two corresponding steps that a consultant should take to troubleshoot it:

The Data Cloud user does not have the correct permissions to read the file from the Amazon S3 bucket. This could happen if the user's permission set or profile does not include the Data Cloud Data Stream Read permission, or if the user's Amazon S3 credentials are invalid or expired. To fix this issue, the consultant should check and update the user's permissions and credentials in Data Cloud and Amazon S3, respectively.

The file does not exist in the specified bucket location. This could happen if the file name or path has changed, or if the file has been deleted or moved from the Amazon S3 bucket. To fix this issue, the consultant should check and verify the file name and path in the Amazon S3 bucket, and update the data stream configuration in Data Cloud accordingly. Reference: Create Amazon

S3 Data Stream in Data Cloud,How to Use the Amazon S3 Storage Connector in Data Cloud,Amazon S3 Connection

## Question 9

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Question Type: MultipleChoice

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Northern Trail Outfitters wants to create a segment with customers that have purchased in the last 24 hours. The segment data must be as up to date as possible.

What should the consultant implement when creating the segment?

Options:

- A- Use streaming insights for near real-time segmentation results.
- B- Use Einstein segmentation optimization to collect data from the last 24 hours.
- C- Use rapid segments with a publish interval of 1 hour.
- D- Use standard segment with a publish interval of 30 minutes.

Answer:

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A

Explanation:

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To address Northern Trail Outfitters' requirement of creating a segment with customers who have purchased in the last 24 hours, while ensuring the data is as up to date as possible, streaming insights is the most appropriate solution. Here's why:

Understanding Streaming Insights :Salesforce Data Cloud provides Streaming Insights , which enables near real-time data processing and segmentation. This feature allows businesses to capture and act on customer interactions or transactions almost instantly, making it ideal for time-sensitive use cases like identifying recent purchasers.

Why Not Other Options?

Option B (Einstein Segmentation Optimization) : Einstein Segmentation Optimization focuses on improving segment performance using AI but does not inherently provide near real-time data updates. It is more about refining existing segments rather than ensuring low-latency data availability.

Option C (Rapid Segments with a Publish Interval of 1 Hour) : Rapid Segments are faster than

standard segments but still involve a delay due to the publish interval. A 1-hour interval would not meet the 'as up to date as possible' requirement.

Option D (Standard Segment with a Publish Interval of 30 Minutes) : Standard segments are processed less frequently and typically involve longer delays. Even with a 30-minute interval, this option cannot match the near real-time capabilities of streaming insights.

How Streaming Insights Works :

Streaming Insights processes data from connected sources (e.g., CRM, external systems) in near real-time.

When a customer makes a purchase, the transaction data is ingested into Data Cloud and immediately available for segmentation.

The consultant can configure a segment rule to include only customers whose purchase timestamp falls within the last 24 hours.

Salesforce Documentation Reference :According to Salesforce's official Data Cloud documentation, Streaming Insights is designed for scenarios where timely data is critical. It ensures that segments reflect the latest customer behavior without significant delays, aligning perfectly with Northern Trail Outfitters' needs.

## Question 10

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Question Type: MultipleChoice

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What is a key functionality of Data Cloud?

Options:

- A- To create a master data management (MUM) strategy
- B- To give a persistent ID for unified profiles
- C- To build insights on unified profiles
- D- To help users build a heat map using their data

Answer:

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C

Explanation:

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A key functionality of Salesforce Data Cloud is its ability to build insights on unified profiles .

Here's why this is the correct answer:

## Understanding the Functionality of Data Cloud

Salesforce Data Cloud is designed to aggregate, unify, and analyze customer data from multiple sources.

Its primary purpose is to provide actionable insights that drive personalized customer experiences.

## Why Build Insights on Unified Profiles?

Unified Profiles :

Data Cloud creates a unified profile by combining data from various sources (e.g., CRM, Marketing Cloud, external systems).

This single view of the customer enables organizations to understand behaviors, preferences, and interactions across touchpoints.

Building Insights :

Insights derived from unified profiles help organizations make data-driven decisions.

Examples include identifying high-value customers, predicting churn, and personalizing marketing campaigns.

Other Options Are Less Relevant :

A . To create a master data management (MDM) strategy : While Data Cloud supports data unification, it is not primarily an MDM tool.

B . To give a persistent ID for unified profiles : Persistent IDs are a feature of unified profiles but not the core functionality of Data Cloud.

D . To help users build a heat map using their data : Heat maps are a visualization tool, not a core functionality of Data Cloud.

## Steps to Build Insights on Unified Profiles

### Step 1: Ingest Data

Bring in customer data from multiple sources into Data Cloud.

### Step 2: Create Unified Profiles

Use identity resolution to merge related records into a single unified profile.

### Step 3: Analyze Data

Use tools like calculated insights, segments, and dashboards to derive actionable insights.

#### Step 4: Activate Insights

Use the insights to personalize customer experiences in downstream systems (e.g., Marketing Cloud, Sales Cloud).

#### Conclusion

The key functionality of Salesforce Data Cloud is to build insights on unified profiles , enabling organizations to deliver personalized and impactful customer experiences.

## Question 11

Question Type: MultipleChoice



A Data Cloud consultant is evaluating the initial phase of the Data Cloud lifecycle for a company.

Which action is essential to effectively begin the Data Cloud lifecycle?

#### Options:

- A- Identify use cases and the required data sources and data quality.
- B- Analyze and partition the data into data spaces.
- C- Migrate the existing data into the Customer 360 Data Model.
- D- Use calculated insights determine the benefits of Data Cloud for this company.

#### Answer:

A

#### Explanation:

Data Cloud Lifecycle: The initial phase of the Salesforce Data Cloud lifecycle is critical for setting the foundation for successful data integration and utilization.

#### Identifying Use Cases:

Importance: Defining clear use cases helps in understanding the business objectives and how Data Cloud can address them.

Required Data Sources: Identifying the necessary data sources ensures that relevant data is ingested into Data Cloud.

Data Quality: Assessing data quality is essential for accurate and reliable data analysis and

insights.

Actions:

Step 1: Engage with stakeholders to define specific use cases for Data Cloud.

Step 2: Identify and catalog the required data sources for these use cases.

Step 3: Evaluate the quality of data from these sources to ensure they meet the standards for effective data analysis.

Reference:

Salesforce Data Cloud Implementation Guide

Salesforce Data Cloud Lifecycle



## Question 12

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Question Type: MultipleChoice

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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](#)



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