



Free Salesforce Data-Con-101 Practice Questions

Shared by Barlow on 13-08-2026

For More Free Questions and Preparation Resources

Check the Links on Last Page



Question 1

Question Type: MultipleChoice

A Data 360 Consultant at Northern Trail Outfitters is attempting to ingest a field from the Contact object in Salesforce CRM that contains both yyyy-mm-dd and yyyy-mm-dd hh:mm:ss values. The target field is set to Date datatype. Which statement is true in this situation?

Options:

- A- The target field will only hold the time part and ignore the date part.
- B- The target field will throw an error and store null values.
- C- The target field will only hold the date part and ignore the time part.
- D- The target field will be able to hold both types of values.

Answer:

C

Explanation:

The design point is to preserve source fidelity while shaping data only where Data 360 processing needs it. Here, The target field will only hold the date part and ignore the time part. 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

Question Type: MultipleChoice

Which method should a consultant use when performing aggregations in windows of 15 minutes on data collected via the Interaction SDK or Mobile SDK?

Options:

- A- Batch transform
- B- Calculated insight
- C- Streaming insight
- D- Formula fields

Answer:

C

Explanation:

Streaming insight is a method that allows you to perform aggregations in windows of 15 minutes on data collected via the Interaction SDK or Mobile SDK. Streaming insight is a feature that enables you to create real-time metrics and insights based on streaming data from various sources, such as web, mobile, or IoT devices. Streaming insight allows you to define aggregation rules, such as count, sum, average, min, max, or percentile, and apply them to streaming data in time windows of 15 minutes. For example, you can use streaming insight to calculate the number of visitors, the average session duration, or the conversion rate for your website or app in 15-minute intervals. Streaming insight also allows you to visualize and explore the aggregated data in dashboards, charts, or tables. Reference: Streaming Insight, Create Streaming Insights

Question 3

Question Type: MultipleChoice

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?

Options:

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

Answer:

A

Explanation:

To create a multi-dimensional metric to identify unified individual lifetime value (LTV), the sequence of data model object (DMO) joins that is necessary within the calculated Insight is Unified Individual > Unified Link Individual > Sales Order. This is because the Unified Individual DMO represents the unified profile of an individual or entity that is created by identity resolution¹. The Unified Link Individual DMO represents the link between a unified individual and an individual from a source system². The Sales Order DMO represents the sales order information from a source system³. By joining these three DMOs, you can calculate the LTV of a unified individual based on the sales order data from different source systems. The other options are incorrect because they do not join the correct DMOs to enable the LTV calculation. Option B is incorrect because the Individual DMO represents the source profile of an individual or entity from a source system, not the unified profile⁴. Option C is incorrect because the join order is reversed, and you need to start with the Unified Individual DMO to identify the unified profile. Option D is incorrect because it is missing the Unified Link Individual DMO, which is needed to link the unified profile with the source profile. Reference: Unified Individual Data Model Object, Unified Link Individual Data Model Object, Sales Order Data Model Object, Individual Data Model Object

Question 4

Question Type: MultipleChoice

A customer needs to integrate in real time with Salesforce CRM.

Which feature accomplishes this requirement?

Options:

- A- Streaming transforms
- B- Data model triggers
- C- Sales and Service bundle
- D- Data actions and Lightning web components

Answer:

A

Explanation:

The correct answer is A. Streaming transforms. Streaming transforms are a feature of Data Cloud that allows real-time data integration with Salesforce CRM. Streaming transforms use the Data Cloud Streaming API to synchronize micro-batches of updates between the CRM data source and Data Cloud in near-real time¹. Streaming transforms enable Data Cloud to have the most current and accurate CRM data for segmentation and activation².

The other options are incorrect for the following reasons:

B . Data model triggers. Data model triggers are a feature of Data Cloud that allows custom logic to be executed when data model objects are created, updated, or deleted³. Data model triggers do not integrate data with Salesforce CRM, but rather manipulate data within Data Cloud.

C . Sales and Service bundle. Sales and Service bundle is a feature of Data Cloud that allows pre-built data streams, data model objects, segments, and activations for Sales Cloud and Service Cloud data sources⁴. Sales and Service bundle does not integrate data in real time with Salesforce CRM, but rather ingests data at scheduled intervals.

D . Data actions and Lightning web components. Data actions and Lightning web components are features of Data Cloud that allow custom user interfaces and workflows to be built and embedded in Salesforce applications⁵. Data actions and Lightning web components do not integrate data with Salesforce CRM, but rather display and interact with data within Salesforce applications.

:

1: Load Data into Data Cloud

2: [Data Streams in Data Cloud]

3: [Data Model Triggers in Data Cloud] unit on Trailhead

4: [Sales and Service Bundle in Data Cloud] unit on Trailhead

5: [Data Actions and Lightning Web Components in Data Cloud] unit on Trailhead

: [Data Model in Data Cloud] unit on Trailhead

: [Create a Data Model Object] article on Salesforce Help

: [Data Sources in Data Cloud] unit on Trailhead

: [Connect and Ingest Data in Data Cloud] article on Salesforce Help

: [Data Spaces in Data Cloud] unit on Trailhead

: [Create a Data Space] article on Salesforce Help

: [Segments in Data Cloud] unit on Trailhead

: [Create a Segment] article on Salesforce Help

: [Activations in Data Cloud] unit on Trailhead

: [Create an Activation] article on Salesforce Help

Question 5

Question Type: MultipleChoice

The Salesforce CRM Connector is configured and the Case object data stream is set up. Subsequently, a new custom field named Business Priority is created on the Case object in Salesforce CRM. However, the new field is not available when trying to add it to the data stream.

Which statement addresses the cause of this issue?

Options:

- A- The Salesforce Integration User Is missing Read permissions on the newly created field.
- B- The Salesforce Data Loader application should be used to perform a bulk upload from a desktop.
- C- Custom fields on the Case object are not supported for ingesting into Data Cloud.
- D- After 24 hours when the data stream refreshes it will automatically include any new fields that were added to the Salesforce CRM.

Answer:

A

Explanation:

The Salesforce CRM Connector uses the Salesforce Integration User to access the data from the Salesforce CRM org. The Integration User must have the Read permission on the fields that are included in the data stream. If the Integration User does not have the Read permission on the newly created field, the field will not be available for selection in the data stream configuration. To resolve this issue, the administrator should assign the Read permission on the new field to the Integration User profile or permission set. Reference: Create a Salesforce CRM Data Stream, Edit a Data Stream, Salesforce Data Cloud Full Refresh for CRM, SFMC, or Ingestion API Data Streams

Question 6

Question Type: MultipleChoice

How does identity resolution select attributes for unified individuals when there is conflicting information in the data model?

Options:

- A- Creates additional contact points
- B- Leverages reconciliation rules
- C- Creates additional rulesets
- D- Leverages match rules

Answer:

B

Explanation:

Identity resolution is the process of creating unified profiles of individuals by matching and merging data from different sources. When there is conflicting information in the data model, such as different names, addresses, or phone numbers for the same person, identity resolution leverages reconciliation rules to select the most accurate and complete attributes for the unified profile. Reconciliation rules are configurable rules that define how to resolve conflicts based on criteria such as recency, frequency, source priority, or completeness. For example, a reconciliation rule can specify that the most recent name or the most frequent phone number should be selected for the unified profile. Reconciliation rules can be applied at the attribute level or the contact point level. Reference: Identity Resolution, Reconciliation Rules, Salesforce Data Cloud Exam Questions

Question 7

Question Type: MultipleChoice

Which data stream category should be assigned to use the data for time-based operations in segmentation and calculated insights?

Options:

- A- Individual
- B- Transaction
- C- Sales Order
- D- Engagement

Answer:

B

Explanation:

Data streams are the sources of data that are ingested into Data Cloud and mapped to the data model. Data streams have different categories that determine how the data is processed and used in Data Cloud. Transaction data streams are used for time-based operations in segmentation and calculated insights, such as filtering by date range, aggregating by time period, or calculating time-to-event metrics. Transaction data streams are typically used for event data, such as purchases, clicks, or visits, that have a timestamp and a value associated with them. Reference: Data Streams, Data Stream Categories

Question 8

Question Type: MultipleChoice

Cumulus Financial wants to be able to track the daily transaction volume of each of its customers in real time and send out a notification as soon as it detects volume outside a customer's normal range.

What should a consultant do to accommodate this request?

Options:

- A- Use a calculated insight paired with a flow.
- B- Use streaming data transform with a flow.
- C- Use a streaming insight paired with a data action
- D- Use streaming data transform combined with a data action.

Answer:

C

Explanation:

A streaming insight is a type of insight that analyzes streaming data in real time and triggers actions based on predefined conditions. A data action is a type of action that executes a flow, a data action target, or a data action script when an insight is triggered. By using a streaming insight paired with a data action, a consultant can accommodate Cumulus Financial's request to track the daily transaction volume of each customer and send out a notification when the volume is outside the normal range. A calculated insight is a type of insight that performs calculations on data in a data space and stores the results in a data extension. A streaming data transform is a type of data transform that applies transformations to streaming data in real time and stores the results in a data extension. A flow is a type of automation that executes a series of actions when triggered by an event, a schedule, or another flow. None of these options can achieve the same functionality as a streaming insight paired with a data action. Reference: Use Insights in Data Cloud Unit, Streaming Insights and Data Actions Use Cases, Streaming Insights and Data Actions Limits and Behaviors



To Get Premium Files for Data-Con-101 Visit

<https://www.p2pexams.com/products/data-con-101>

For More Free Questions Visit

<https://www.p2pexams.com/salesforce/pdf/data-con-101>

20%
DISCOUNT

P2P
exams