Free Questions for CRM-Analytics-and-Einstein-Discovery-Consultant

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Question 1

Question Type: MultipleChoice

A system administrator and a CRM Analytics consultant are working together on deploying arecipe/dataflow and a dataset to another org. Prior to this deployment, a package was deployed with all the custom fields used in the dataflow and dataset.

While running the recipe/dataflow in the target environment, the consultant encounters multiple errors related to these custom fields.

How should this be resolved?

Options:

A- Check whether the system administrator has been provided access to these custom fields on the target org.
B- Check whether the Analytics Integration user has been provided access to these custom fields on the target org.
C- Check whether the consultant has been provided access to these custom fields on the target org.

Answer:

B

Question 2

Question Type: MultipleChoice

A CRM Analytics consultant is asked to help a company report on its sales activity. The company wants to train some users to create dashboards. The company also wants one other specific team to be able to use the dashboards.

What should the consultant do to address these requirements?

Options:

A- configure a permission set license assignment with two different levels of access.
B- Clone the existing permission set with different system permissions.
C- Use a permission set license with two different levels of access.

Answer:

A

Explanation:

To meet the requirement of training some users to create dashboards while giving another team access to use (but not modify) those dashboards, the best approach is to configure a permission set license assignment with two different levels of access. You can assign specific permissions for dashboard creation to one group of users and viewing permissions to the other. This ensures the appropriate level of access based on the role without the need for duplicating permission sets or licenses unnecessarily.

Question 3

Question Type: MultipleChoice

A CRM Analytics consultant at Cloud Kicks wants to create a new dashboard that uses custom GeoJSON to display data; however, they are unable to upload the file via the user interface (UI).

Which action should the consultant take?

Options:

A- Add the system permission 'Manage Analytics Custom Maps' to the permission set used.
B- Enable Custom maps with GeoJSON''' in the analytics settings.
C- Upload the GeoJSON via the API because it is NOT a function in the UI.

Answer:

C

Explanation:

If a consultant at Cloud Kicks needs to use custom GeoJSON files for dashboard visualization and cannot upload the file via the CRM Analytics user interface (UI), the recommended action is to use the API for this purpose. Here's why this approach is suggested:

Functionality Limitation in UI: Currently, the CRM Analytics UI does not support direct uploads of GeoJSON files, which necessitates an alternative method.

API Flexibility: The API provides a more flexible route for uploading custom GeoJSON files, allowing consultants to integrate more complex or larger datasets that are not supported through standard UI functionalities.

Customization and Control: Using the API also offers greater control over how GeoJSON data is handled, processed, and utilized within CRM Analytics, catering to more advanced customization needs.

This method ensures that the consultant can fully utilize CRM Analytics' capabilities for creating highly customized geographic visualizations, thereby enhancing the analytical value of the dashboards.

Question 4

Question Type: MultipleChoice

A system administrator at Cloud Kicks creates a joined report to showcase the new business deals closing in the current quarter, which was well received by the business stakeholders. A manager wants to visualize this report on CRM Analytics.

The CRM Analytics consultant determines the report can be trended on CRM Analytics, but it's not working as expected.

What is causing the issue?

Options:

A- Trending dashboards cannot be created from joined reports.
B- The Salesforce report was filtered on quarterly data which meant it did not have enough data to trend on CRM Analytics.
C- The Analytics Integration user did not have permission to view the report on Salesforce.

Answer:

A

Question 5

Question Type: MultipleChoice

A CRM Analytics consultant at Cloud Kicks is trying to upload data using an External Data API and the CSV file with the data was uploaded successfully. Upon analyzing the data using a lens, they find

they are unable to perform any mathematical operations as all the data and fields are treated as dimensions.

What is causing the problem?

Options:

A- JSON metadata file was not uploaded along with the CSV data file.

B- The field value added in the CSV file was contained within double quotes.

C- Proper transformations need to be performed at the external source prior to External Data API callout.

Answer:

A

Question 6

Question Type: MultipleChoice

What can a consultant accomplish in the Predictions page of a model?

Options:

A- If it is decided to follow some of the Einstein Recommendations for model improvement, see what the new model metrics would be.

B- Estimate the impacted business value of using Einstein Discovery.

C- Create predicted outcome value by manually selecting values for some of the predictor fields.

Answer:

C

Explanation:

In the Predictions page of a model within CRM Analytics (formerly Einstein Discovery), users have the capability to interact with the model to see how different input values affect predictions. Here's a detailed look at what can be accomplished:

Manual Input of Predictor Values: Users can manually input or change values for predictor fields to see how these changes alter the predicted outcomes. This is especially useful for testing hypothetical scenarios and understanding how sensitive the model is to various inputs.

Real-Time Interaction: This functionality provides a hands-on way to explore the model's behavior, offering immediate feedback on how input variations impact predictions, which can help in refining the model or in training users on its application.

Scenario Analysis: By adjusting predictor values, users can conduct scenario analyses, which are crucial for strategic planning and decision-making.

Question 7

Question Type: MultipleChoice

Cloud Kicks has a dashboard that displays accounts and opportunities data in a table that contains actions to open the records in Salesforce. Since the company has allowed several accounts to be

created with the same names, when users try to perform actions, they are prompted with only a record ID to select, leaving the users confused and unable to act.

How should the CRM Analytics consultant solve this problem?

Options:

A- Insert more fields in the dataset action 'Display Fields' so the users know which account they are acting on.
B- Discuss with the stakeholders If the action Is really necessary for the table.
C- Ask the admin to start applying duplicate rules based on the account's Name field.

Answer:

A

Question 8

Question Type: MultipleChoice

A manager at Cloud Kicks asks for data in a dashboard to be refreshed after the sync of an external connection to Google BigQuery.

How should the consultant accomplish this?

Options:

A- Schedule the recipe to run as event-based and check the Salesforce external connection syncs checkbox.

B- Create 3 Salesforce flow to trigger the recipe to run once the connection sync has finished running.

C- Check the scheduled date/time of the sync and schedule the recipe to run 15 minutes after the start time of the sync.

Answer:

A

Explanation:

For Cloud Kicks' requirement to refresh dashboard data synchronously with the sync of an external connection to Google BigQuery, the most efficient method is:

Event-Based Triggers: Using CRM Analytics, you can set up recipes to run on an event-based trigger. This ensures that the recipe (which processes the data for the dashboard) only runs after the external data sync is completed.

Salesforce External Connection Syncs: By specifically targeting the synchronization event of the Salesforce external connection with Google BigQuery, the recipe ensures data consistency and timeliness without manual intervention.

Automation and Efficiency: This approach minimizes latency and maximizes data freshness, aligning data processing closely with data availability, thus enhancing dashboard accuracy.

Question 9

Question Type: MultipleChoice

A CRM Analytics consultant is building a dashboard for Cloud Kicks that is embedded in a separate Lightning page called "Management Dashboard" using a CRM Analytics Dashboard Component. The system administrator and the contract manager should both have access. The system administrator is able to see the dashboard and the data, but the contract manager sees a blank Lightning page.

What is causing the issue?

Options:

A- The consultant has set up component visibility for the dashboard for system administrators only.

B- The consultant has set up a dashboard filter condition for data to be visible to system administrators only.

C- The consultant has set up/enabled a 'Hide on Error' feature for the dashboard while embedding it.

Answer:

A

Explanation:

When embedding a CRM Analytics dashboard in a Lightning page using a CRM Analytics Dashboard Component, you must configure the component's visibility settings correctly to ensure that all relevant users have access. In this case, the issue arises because the system administrator can see the dashboard, but the contract manager cannot. The most likely cause is that the consultant has set the component visibility to display only for system administrators, which would prevent the contract manager from seeing the content. To resolve this issue, the consultant must modify the component visibility settings to include both the system administrator and contract manager profiles. Reference: CRM Analytics and Lightning Components

Question 10

Question Type: MultipleChoice

consultant is reviewing a model that is set to maximize the daily sales quantity of consumer products in stores, and they see this recommendation.

Which action should the consultant take?

Options:

A- Verify client expectations that Store is a strong predictor for daily sales quantity.

B- Remove the Store field from the model definition, because that is the recommended action.

C- Ignore alert; the explanation of variation is only 35%, which is below 50%,

Answer:

A

Explanation:

Upon reviewing the data model and noticing the high correlation alert between 'Store' and daily sales quantity, the appropriate action is to verify with the client their expectations regarding the influence of the Store field on daily sales. Here's the rationale:

Understanding the Role of 'Store' in the Model: Before making any changes to the model, it's crucial to understand whether the 'Store' field is expected to be a strong predictor based on the business context. If the client expects that different stores inherently have different sales volumes due to factors like location, size, or customer base, this correlation may be both meaningful and desired.

Potential Data Leakage: High correlation warnings can sometimes indicate data leakage, where a predictor (like 'Store') might inadvertently include information about the outcome variable (daily sales quantity). It's essential to verify whether this correlation makes sense logically or if it's skewing the model predictions.

Client Consultation: Consulting with the client helps ensure that any modeling decisions align with their business knowledge and expectations. It's about validating the model against real-world expectations and ensuring it remains a useful tool for decision-making.

By taking these steps, the consultant not only adheres to best practices in data science by validating model inputs and their implications but also ensures that the model aligns with the client's business strategies and operational realities.

Question 11

Question Type: MultipleChoice

Which statement best describes how to ensure CRM Analytics dashboards are easily used across both desktop and mobile devices?

Options:

A- Create multiple layouts and reorder all the widgets so that they fit nicely within the new default width

B- Create multiple layouts and allow CRM Analytics to automatically select and organize dashboard contents to be optimal for the device type.

C- Create multiple layouts, ensure the layout selectors match the device, and resize/hide widgets to ensure the content is appropriate for the device screen size.

Answer:

C

Explanation:

To ensure that CRM Analytics dashboards are optimally usable on both desktop and mobile devices, creating multiple layouts tailored to each device type is crucial. Here's why Option C is the best approach:

Device-Specific Layouts: By creating specific layouts for each device type, you ensure that the dashboard contents are presented in a manner best suited to the screen size and interaction model of the device.

Layout Selectors: These are used to automatically display the appropriate layout based on the device accessing the dashboard, enhancing user experience without manual intervention.

Widget Customization: Resizing or hiding certain widgets for specific device layouts ensures that the dashboard remains clean, uncluttered, and easy to navigate, regardless of the device used.