

# SALESFORCE-DATA-CLOUD<sup>Q&As</sup>

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## QUESTION 1

An administrator wants to be able to create a multi-dimensional metric to identify unified individual lifetime value (LTV). Which sequence of DMO joins are necessary within the Calculated Insight to enable this calculation?

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

Correct Answer: B

To create a multi-dimensional metric to identify unified individual lifetime value (LTV), the administrator needs to join the following data model objects (DMOs) in the Calculated Insight:

**Unified Individual:** This DMO represents the unified profile of an individual, which contains attributes from multiple sources.

**Unified Link Individual:** This DMO represents the link between an Individual DMO and a Unified Individual DMO.

**Sales Order:** This DMO represents a transaction or purchase made by an individual.

The sequence of joins should start from the Unified Individual DMO, then join the Unified Link Individual DMO using the UnifiedIndividualId field, and then join the Sales Order DMO using the IndividualId field. This way, the administrator can access the sales order data for each unified individual and calculate their lifetime value.

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## QUESTION 2

An administrator has configured the Salesforce CRM connector and set up a data stream for the Case object. A new custom field called "Business Priority" was created on the Case object. However, that field is not available when trying to add it in the data stream. What could be causing this issue?

- A. Custom fields on the Case objects are not supported for ingesting into Data Cloud
- B. Utilize the Salesforce Dataloader application to perform a bulk upload from a desktop
- C. The Data Cloud administrator does not need to do anything. After 24 hours when the data stream refreshes, it will automatically include any new fields that were added to CRM
- D. The Salesforce Integration User is missing "Read" permissions on the newly created field

Correct Answer: D

One possible reason why a new custom field is not available in the data stream is that the Salesforce Integration User, which is used to connect to the CRM source, does not have "Read" permissions on that field<sup>2</sup>. To fix this issue, the administrator needs to grant the appropriate permissions to the Integration User profile or permission set.

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## QUESTION 3

Which data model subject area should be used for any Organization, Individual, or Member in the Customer 360 data model?

- A. Individual
- B. Global Account
- C. Party
- D. Membership

Correct Answer: C

The party subject area should be used for any organization, individual, or member in the Customer 360 data model. It includes information such as name, address, email, phone, and loyalty membership.

References:

[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_party.htmandtype=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_party.htmandtype=5)

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## QUESTION 4

Which three components of Data Cloud can be bundled within a Data Kit?

- A. Data Models
- B. Calculated Insights
- C. Segments
- D. Data Streams
- E. Identity Resolution Rulesets

Correct Answer: ACD

These three components of Data Cloud can be bundled within a Data Kit. A Data Kit is a package that contains data model objects, segments, and data streams that can be installed in another Data Cloud org.

References: [https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_data\\_kit.htmandtype=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_data_kit.htmandtype=5)

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## QUESTION 5

Northern Trail Outfitters wants to be able to calculate each customer's lifetime value (LTV) but also create breakdowns of the revenue sourced by website, mobile app, and retail channels. How should this use case be addressed in Data Cloud?

- A. Nested segments
- B. Flow orchestration

C. Streaming data transformations

D. Metrics on metrics

Correct Answer: C

This feature can help Northern Trail Outfitters calculate each customer's lifetime value (LTV) and create breakdowns of the revenue sourced by different channels. Streaming data transformations allow you to transform and enrich streaming data from different sources using formulas and operators.

References:

[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_streaming\\_data\\_transform.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_streaming_data_transform.htm&type=5)

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