ATMIC NETWORKS
YOUR GUIDE TO GLOBAL CERTIFIATION

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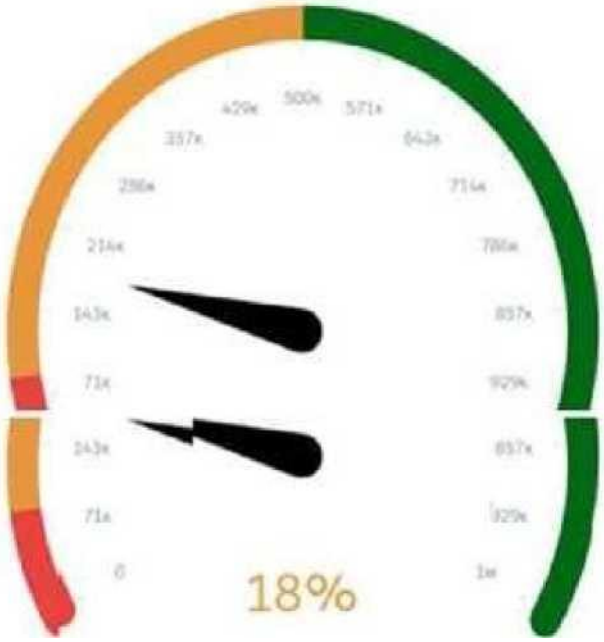
Question: 1

Universal Containers has a dashboard for sales managers. They need to visualize the percentage of their opportunities in the pipeline in a Gauge chart. They want to customize the chart to keep track if they are below or beyond the target.



Which widget parameters should a consultant use?

A. Range Values, Angle, Conditional Formatting
B. Reference Line, Angle, Range Values
C. Reference Line, Markers, Conditional Formatting

Answer: C

Explanation:

In the scenario described, the sales managers at Universal Containers require a Gauge chart that not only shows the current percentage of opportunities in their pipeline but also indicates whether they are below or beyond their set targets. The appropriate widget parameters to achieve this visualization in Salesforce CRM Analytics (formerly known as Einstein Analytics) are:
Reference Line: This parameter is crucial for defining a specific target value on the gauge chart. It visually marks a point that represents the target goal, providing an immediate visual cue as to whether the current percentage is below or above this point.

Markers: Markers are used to represent and highlight specific values on the gauge chart. They can be utilized to emphasize the current percentage level of the pipeline, making it instantly visible how close or far the current value is from the reference line or target.
Conditional Formatting: This feature allows the chart to change color or style based on whether the current values meet, exceed, or fall below the target. It is a critical visual tool for quickly communicating performance against targets. Conditional formatting can be set to alter the appearance of the gauge's fill color based on whether the values are above, equal to, or below the reference line, thereby providing an intuitive visual representation of performance relative to targets.
The combination of these three parameters enables a highly effective visualization for sales managers to monitor their performance against key metrics and targets directly on their dashboards. This setup is aligned with

Salesforce's best practices for creating meaningful and actionable insights within CRM dashboards, ensuring that users can easily interpret and react to the data presented. For more details on configuring these parameters, you can refer to Salesforce documentation and specific Trailhead modules that cover dashboard creation and customization:

Wave Analytics Explorer

Building Lenses, Dashboards, and Apps in CRM Analytics

These resources provide in-depth training and examples to help users effectively use Salesforce CRM Analytics for a wide range of data visualization needs.

Question: 2

CRM Analytics team plans to enable data sync.

Which limit specific to data syne should the team consider before enabling the feature because it may impact existing jobs?

A. Maximum number of data sync jobs cannot exceed the limit
B. Maximum number of Full Sync connection mode enabled
C. Maximum number of objects that can be enabled for data sync

Answer: C

Explanation:

In CRM Analytics, when planning to enable data sync, one of the critical considerations is the limit on the number of objects that can be enabled for data sync. This limit is essential because it determines how many different Salesforce objects (like Accounts, Opportunities, etc.) can be synchronized concurrently. Exceeding this limit could impact the performance of existing sync jobs or prevent new sync jobs from being configured.

Key points to consider include:

Performance Impact: Syncing too many objects simultaneously can lead to increased load times and potential delays in data availability, impacting users' ability to access up-to-date information.

Resource Allocation: CRM Analytics allocates resources based on the number of objects being synchronized, and there are practical limits to these resources to ensure stable and efficient operation.

For a more detailed understanding and to manage these limits effectively, Salesforce provides documentation and guidelines within the CRM Analytics resources, which can be further explored in the Trailhead modules specifically focusing on data management and synchronization practices.

Question: 3

A dashboard designer at Cloud Kicks creates a dashboard in CRM Analytics. The designer notices fields display on the dashboard with their API labels, such as "AccountId.Industry", and wants to change this behavior.

The designer also notices that the fields and their order appear to randomly change when a values table is created.

What should the CRM Analytics consultant explain to help the designer?

A. The default fields in a values table can be changed by reordering how fields appear in the JSON of the value table.
B. The default fields In a values table and the field labels can be modified in the dataset explorer.
C. The field labels can only be changed in the widget properties in the dashboard edit mode.

Answer: B

Explanation:

For the scenario at Cloud Kicks where fields display with their API labels and the fields in a values table seem to change order randomly, the correct approach is to modify these settings in the dataset explorer within CRM Analytics. This allows for a more intuitive display and control over how data is presented in dashboards.
Here's how these adjustments help:
Modifying Field Labels: Changing the field labels from their API names to more user-friendly names enhances readability and user experience. This can be done directly in the dataset explorer, which affects how fields appear across all dashboards utilizing that dataset.
Controlling Field Order: The order of fields in a values table can seem random if not explicitly set. By using the dataset explorer, a designer can specify the order in which fields appear, which then reflects consistently in the dashboard's values table.
This functionality is part of CRM Analytics' aim to provide flexible and customizable data visualization tools. Training on these features is available through various Salesforce Trailhead modules that discuss dashboard and dataset customization techniques, providing practical insights and guided tutorials to enhance dashboard design and user interaction.
Both these explanations are consistent with best practices as outlined in Salesforce's CRM Analytics documentation and the Trailhead educational content, ensuring that users are well-equipped to leverage the full capabilities of CRM Analytics for effective data management and presentation.

Question: 4

Universal Containers (UC) is rolling out CRM Analytics to its field sales that include dashboards withorder data from an external source.
UC has a well-defined role hierarchy where everyone is assigned to an appropriate node on the hierarchy. In addition, the order data has a reference to a Salesforce opportunity.
An individual sales rep should be able to view all orders that they own or as part of the account team or opportunity team. The sales manager should be able to view all orders for the entire sales team. Similarly, the VP of sales should be able to view orders for everyone who rolls up in that hierarchy. The dataset has a field called Ownerld which represents the order owner.
Given this information, how should a CRM Analytics consultant implement the above requirements?
A. As part of the recipe, use a formula on the Roleid fild to create an attribute called 'ParentRolelDs' on the dataset, and apply the following security predicate: 'ParentRolelDs' == ''$UserRoleId'' || Owned\ == '$User,id\\,
B. As part of the recipe, use the flatten operation on the role hierarchy, create a multi-value attribute called 'ParentRoleIDs' on the dataset, and apply the following security predicate: 'ParentRoleIDs' == "$User.UserRoleId" || 'TeamMember.Id' '$User, Id" || 'Ownerld' == "$User.Id".
C. As part of the recipe, use a multi row formula on the RoleId field to create an attribute called 'ParentRoleIDs' on the dataset, and apply the following security predicate: "$User.UserRoleId" || 'Ownerld' == "$User.Id".

Answer: B

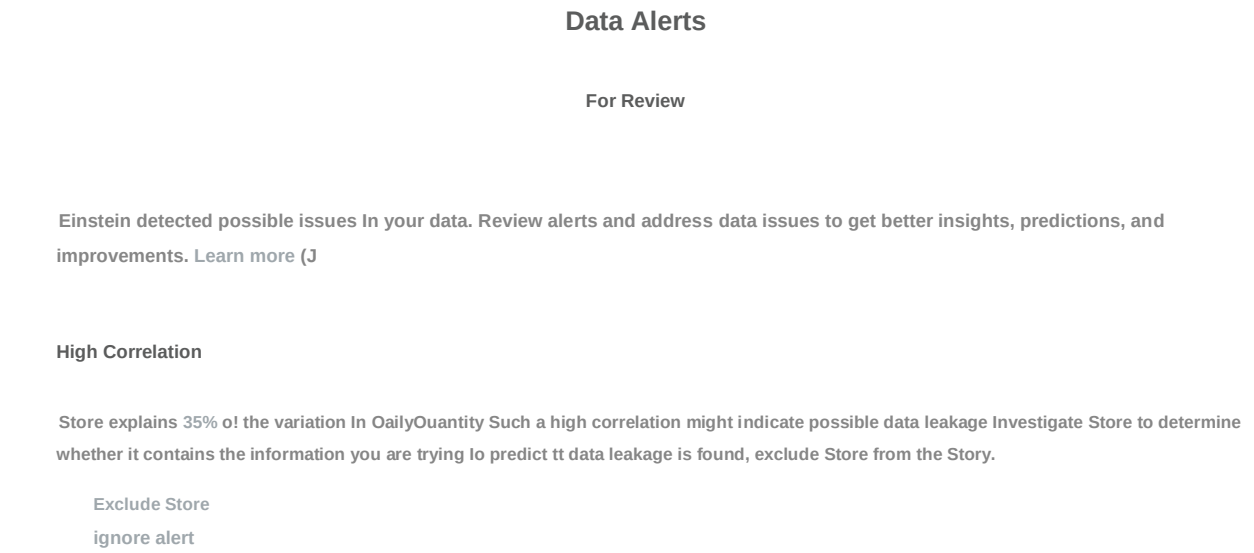
Explanation:

In addressing the requirements of Universal Containers to ensure proper visibility of order data across different levels of the sales hierarchy, the use of a security predicate based on role hierarchies is paramount. Here's why Option B is the ideal approach:

Flatten Operation on Role Hierarchy: This operation is essential as it allows for the creation of a simplified or "flattened" view of the hierarchical relationships within the organization. This flattened view enables the dataset to understand and respect the hierarchical structure in security implementations.
Creating a Multi-value Attribute ('ParentRoleIDs'): By creating this attribute, the recipe can hold multiple role IDs that a particular user has visibility permissions for. This is crucial in a hierarchical organization like UC where data visibility needs to cascade down the hierarchy.
Security Predicate: The predicate ('ParentRoleIDs' == "$User.UserRoleId" || 'TeamMember.Id' == '$User.Id' || 'Ownerld' == "$User.Id") effectively enforces that:
A user can see all orders where their role matches any of the role IDs in the 'ParentRoleIDs' list (hierarchical visibility).
A user can see all orders where they are specifically listed as a team member.
A user can see all orders where they are the owner.
This approach aligns with best practices for implementing row-level security in CRM Analytics, ensuring data visibility is managed correctly according to the defined organizational hierarchy and individual data ownership.

Question: 5

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?

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: 6

Cloud Kicks has informed CRM Analytics developers that they have two scenarios with restricted row-level security.

The parameters being:

1. Non-CXOs and VPs working in EMEA can have access to EMEA records only.
2. CXOs and VPs should have access to all data irrespective of the region (APAC, EMEA, etc.).

Which sharing method works for this scenario?

A. Create two sets of dashboards; one for EMEA, and one for CXOs and VPs while filtering the dashboard on the region.

B. Use a field on the user record like Department/Region, and apply row-level security based on that field.

C. Create two separate datasets; one for EMEA, and one for CXOs and VPs.

Answer: B

Explanation:

For Cloud Kicks' requirements regarding access to data based on roles and geographic regions, the most efficient and scalable approach is to implement row-level security using fields on the user record, like Department or Region. Here's the rationale for choosing this approach:

Scalability and Maintenance: By applying security rules based on user record fields, Cloud Kicks can manage access dynamically without needing to maintain multiple dashboards or datasets. This reduces administrative overhead and simplifies updates as roles or regional structures change.

Flexibility: Using a field on the user record to control access allows for easy expansion or modification of security policies as new regions or roles are added.

Simplicity: This method ensures a clear and straightforward security model that can be easily audited and understood by administrators and compliance teams.

Question: 7

A team of CRM Analytics developers has been working on an existing recipe to add new derived fields. The edited version has been failing ever since, and management is requesting that the dashboard show refreshed data while they work on the edits.

How can the developers add new fields while keeping the dataset refreshed?

A. A recipe for the new fields and when that is successful, add it to the existing recipe as a join node.
B. Clone the existing recipe to add fields and roll back the original recipe to the last working version.
C. Refresh the dataset after working hours to avoid the edited version from failing.

Answer: B

Explanation:

When faced with the need to continue refreshing data while developing new features in a recipe, the best practice is:
Clone the Existing Recipe: By cloning the recipe, developers can experiment with adding new fields and transformations without affecting the production data flow. This allows for testing and development in a sandbox-like environment.
Roll Back to a Stable Version: Rolling back the original recipe to the last stable version ensures that the production dashboards continue to receive refreshed data, maintaining business operations without disruption.
This approach not only ensures data continuity but also provides a safe environment to address any issues that may arise from new developments.

Question: 8

A user is able to access the dashboards, lenses, and datasets of a particular app but is unable to change the name of the specific app.
What is causing the issue?

A. The user does not have Manager access for that app.
B. The app name cannot be changed once created.
C. The user does not have Editor access for that app.

Answer: A

Explanation:

In CRM Analytics, the ability to modify the name of an app or make other significant changes typically requires Manager access. This level of access is distinct from Editor or Viewer permissions, which may allow for modifications to contents within the app but not to the app's core properties like its name. Here's the reasoning:
Access Restrictions: Manager access is specifically designed to control structural changes within the app, including renaming the app, which is considered a higher privilege operation.
Role-Based Access Control: This ensures that only users with the necessary permissions can make significant changes, protecting the integrity and configuration of the app.
Ensuring users have the appropriate level of access based on their responsibilities is a fundamental aspect of managing security and functionality in CRM Analytics.

Question: 9

Universal Containers (UC) builds three Einstein Discovery models in Salesforce to predict and maximize its revenue per customer. The models are for every region UC has a business: EMEA, AMER, and APAC.
How should a consultant help UC deploy the three Einstein models to Salesforce?

A. Filter the account data per region and deploy the same model to all segments.
B. Segment the account data per region and deploy the appropriate model for each segment.
C. Deploy the same mode! to all accounts and use an Apex trigger to segment the prediction.

Answer: B

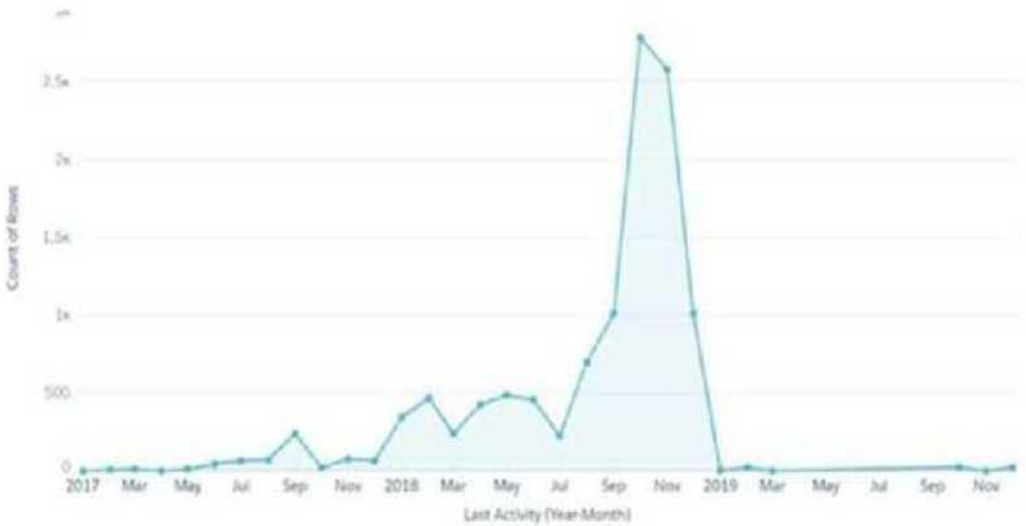
Explanation:

In deploying Einstein Discovery models that are tailored to different regions (EMEA, AMER, and APAC), the best approach is to segment the account data by region and apply the specific model designed for each segment. This method ensures the following:
Relevance and Accuracy: Each model can be specialized to understand and predict based on regional dynamics, which may differ significantly across geographies in terms of market behavior, customer preferences, and economic conditions.
Efficiency: Deploying region-specific models avoids the dilution of predictive power that might occur

if a single model were used across all regions, which could lead to less accurate predictions. Scalability: This approach is scalable as UC can further refine each model as more regional data becomes available or as regional market conditions evolve.

Question: 10

A company wants to create a timeline chart to visualize the evolution of its Closed Won opportunities.



What are the required parameters to build a lens that displays output similar to the image shown?

A. 1 measure, 0 groupings if trellis Is disabled, or 0-2 groupings If trellis is enabled
B. 1 measure, 1-2 groupings if trellis is disabled, or 1-4 groupings if trellis is enabled
C. 1 measure, 1 grouping by a date field, and either 0-1 groupings groupings by a dimension if trellis is disabled, or 0-2 groupings if trellis is enabled

Answer: C

Explanation:

To create a timeline chart similar to the one shown, the following parameters are typically required: 1 Measure: This could be the count of Closed Won opportunities or any other relevant metric that needs to be tracked

over time.

1 Grouping by a Date Field: This is essential to plot the timeline effectively. The date field would typically be the close date of the opportunities.

Additional Groupings: Depending on the complexity and the detail needed, additional groupings can be added. For example, grouping by region or product line can provide more insights into the timeline. If trellis is used, it allows for the creation of multiple smaller charts within the main chart, each representing a slice of data based on the additional groupings.

This setup helps visualize the evolution of Closed Won opportunities over time, making it easy to spot trends, seasonal patterns, or other relevant insights.

Question: 11

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?

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: 12

A company realizes it has a lot of rich information around its cases, but unfortunately, most of this is unstructured/textual dat

a. The company is exploring how to include some of this information in its case prioritization.

Which option within CRM Analytics should a consultant leverage?

A. Bucket transformation in Recipes
B. Cluster transformation in Recipes
C. Detect Sentiment transformation in Recipes

Answer: C

Explanation:

For a company with a wealth of unstructured textual data in their cases, the "Detect Sentiment" transformation within CRM Analytics Recipes is a crucial tool. This transformation analyzes the sentiment of the text data—whether it's positive, neutral, or negative—and this insight can be highly valuable in case prioritization processes. Here's why this transformation is useful:
Insight into Customer Sentiments: By detecting sentiment, the company can prioritize cases based on the urgency and emotional tone expressed in the text, which might indicate customer dissatisfaction or urgency.
Automation and Efficiency: Automatically categorizing cases based on sentiment can streamline workflows and ensure that critical cases are handled promptly.
Enhanced Customer Service: Responding to negative sentiments swiftly can improve customer satisfaction and potentially mitigate issues before they escalate.

Question: 13

Universal Containers asks a CRM Analytics consultant to review the performance of its local data sync.
After removing unused objects and fields from connected data, what else should the consultant do to improve performance of the data sync?

A. Evaluate connection mode for each connected object.
B. Contact Salesforce Support to increase sync speed.
C. Enable fast sync in analytics settings.

Answer: A

Explanation:

To improve the performance of local data sync in Universal Containers, evaluating the connection mode for each connected object is a practical approach. Here's the rationale:
Optimization of Resources: Different connection modes (e.g., Full Sync, Incremental Sync) use different amounts of resources. Choosing the right mode for each object based on how frequently its data changes can optimize the sync process and reduce load times.
Efficient Data Handling: By tailoring the connection mode to the needs of specific data objects, the overall efficiency of the data sync process is improved, leading to faster refresh rates and more timely data availability.
Cost and Performance Balance: Evaluating and selecting the appropriate connection mode can also help balance performance needs with cost constraints, as some modes may consume more compute resources than others.

Question: 14

The CRM Analytics consultant at Cloud Kicks is asked to make sure the data on the CRM Analytics dashboard be as real-time as possible.
It was agreed to set the sync refresh time to 5 minutes for one of the local connections. The org has a CRM Analytics Plus license but users are noticing that the earliest available time is 1 hour. The minutes option is not visible to the user.
What is causing the issue?

A. The consultant does not have the Edit CRM Analytics Dataflows permission assigned.
B. Setting up the schedule to 5 minutes feature is not available in sandbox orgs.
C. The earliest available time is 1 hour for CRM Analytics Plus license.

Answer: C

Explanation:

In the scenario where Cloud Kicks wants to set the sync refresh time to 5 minutes but finds that the minimum available time is 1 hour, the limitation is due to the licensing and feature availability in CRM Analytics Plus. Here's the detailed explanation:
License Restrictions: The CRM Analytics Plus license typically sets the minimum refresh interval at 1 hour. This is a built-in restriction that reflects the platform's capabilities and resource allocation norms.
Platform Capabilities: While more frequent refreshes would be ideal for achieving near-real-time data synchronization, such capabilities might require additional customization or advanced setup, potentially involving higher tiers of service or additional Salesforce products.
Operational Considerations: Frequent data refreshes, especially in shorter intervals like 5 minutes, can significantly impact system performance and resource utilization. Therefore, such options are generally restricted or managed tightly within Salesforce environments.
This understanding aligns with Salesforce's documentation and product specifications, which outline what features and capabilities are available under different licensing agreements.

Question: 15

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

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: 16

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?

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: 17

Which capability can a consultant use if "Deploy without connecting to a Salesforce Object" is selected while deploying the model?

A. Einstein Predictions Component score
B. Predict Function in Salesforce flows
C. No-Code Writeback to SFDC objects

Answer: B

Explanation:

When deploying a model with the option "Deploy without connecting to a Salesforce Object", the suitable capabilities include:
Use of Predict Function in Salesforce Flows: This capability allows the deployed model to be used within Salesforce Flow as a predictive tool, enabling automation flows to include predictions without directly writing back to Salesforce objects.
Flexibility in Application: This method provides flexibility in how predictions are utilized across various Salesforce processes and workflows, without the need for direct data manipulation within Salesforce objects.
Enhanced Workflow Integration: By integrating predictive insights directly into flows, organizations can automate decision-making processes, enhance user interactions, and streamline operations based on predictive

outcomes.

This setup aligns with Salesforce's best practices for leveraging CRM Analytics to enhance operational efficiency and decision accuracy across different business functions.

Question: 18

A CRM Analytics consultant has been asked to bring data from an external database as well as five external Salesforce environments into CRM Analytics. Twenty-five objects have been enabled from the local Salesforce connector.

The requirements are:

* 10 objects should be enabled from an external database
* 12 objects each from three of the external Salesforce environments
* 15 objects each from the remaining two external Salesforce environments

The consultant estimates each connector will, per object, bring between 1,000 and 1 million rows of data.

Which limit will be exceeded?

A. Total number of enabled objects
B. Salesforce external connector number of synced rows
C. Storage rows of data

Answer: A

Explanation:

In evaluating the scenario presented where multiple external sources and objects are being integrated into CRM Analytics, we need to consider the total number of enabled objects across all connections. Here's a breakdown:

10 objects from an external database
12 objects each from three external Salesforce environments, totaling 36 objects
15 objects each from two external Salesforce environments, totaling 30 objects
25 objects already enabled from the local Salesforce connector

This brings us to a total of 101 objects enabled, which may exceed typical limits on the number of objects that can be enabled in a CRM Analytics environment, depending on the specific Salesforce licensing and platform limits.

Question: 19

A consultant wants to understand what the important predictors are in a model. Where is this information found?

A. Einstein Recommendations
B. Model Settings
C. Model Deployment Wizard

Answer: B

Explanation:

The important predictors of a model in CRM Analytics can typically be found under the Model

Settings. This area provides detailed information about the configuration and the inputs (predictors) used to train the model. Insights into which predictors have the most significant impact on the model's outcomes can be gleaned from this section, enabling a deeper understanding of the model's internal workings and the factors driving predictions.

Question: 20

After getting approval for the dashboard layout design for a desktop, the CRM Analytics consultant is ready to start the design process for a mobile layout.
Which consideration should the consultant keep in mind?

A. Create a layout with the property “phone” to show the dashboard on the mobile app similar to creating a layout with the property “dashboard” to show on the desktop for the same dashboard, B. If no layouts are eligible for the mobile device, an error message will be displayed but the dashboard will still be visible on the desktop without errors.
C. “Tablet” or “Phone” layout—where only minWidth and maxWidth have been set—may be displayed on a desktop if the dashboard is embedded in a small frame, or if the browser window is small.

Answer: C

Explanation:

When designing for different device types in CRM Analytics, particularly for mobile layouts, it's crucial to consider how the layout will respond not just on mobile devices but also under various display conditions on desktops. Here’s the rationale for focusing on this consideration: Responsiveness: Layouts designated for tablets or phones may also be triggered on desktop environments if conditions such as browser window size or embedded frame dimensions mimic those typical of smaller devices.
Design Flexibility: Understanding this behavior is essential for creating versatile dashboards that maintain functionality and visual integrity across all potential viewing scenarios.
User Experience: Ensuring that the dashboard behaves predictably across device types and sizes enhances user engagement and effectiveness, as it provides a consistent experience regardless of the access point.
This approach ensures that the dashboard remains functional and accessible no matter how or where it is being viewed, aligning with best practices for responsive and adaptive design in modern analytics environments.

Question: 21

Universal Containers’ CRM Analytics team is building a dashboard with two widgets.

1. List widget associated to the query "Type_2" and grouped by the dimension "Type" (multiselection)
2. Donut chart widget associated to the query "Step_pie_3" and grouped by the dimension "Type" The team wants to use bindings/interactions so any selection in the List widget will filter the Donut chart. The queries use different datasets,

and users should be able to choose more than one Type (multi-selection).
What is the right syntax for the binding/interaction?

A)

```
"filters': [                    'Type                    ((column; Type_2.selection, [\Type\“)).osString()}}'
```

B)

```
'filters'; [                    Type".                   '{(cell(Step pie 3.selection, 0, \TypeV >.asOb;ect[])}}
```

C)

```
■filters':                      "Tvpe",                  ■{< column; Type 2.selection, |\Tyse\'|).asObject()H'
```

A. Option A
B. Option B
C. Option C

Answer: A

Explanation:

For the given requirement where a selection in a list widget needs to filter data displayed on a donut chart, and considering the list allows for multi-selection of the 'Type', the correct binding/interaction would be to use a syntax that captures the multi-select aspect and passes it appropriately. The right syntax, as indicated in Option A, looks like this: "{{column(Type_2.selection, [\"Type\"]).asObject()}}"

This syntax ensures:

Multi-selection: The column() function in combination with .asObject() ensures that multiple selected values from the 'Type_2' query can be passed as an object, which the donut chart can utilize to filter its content.

Correct Data Type Handling: By using .asObject(), the binding ensures the data passed between widgets maintains the correct structure expected by the CRM Analytics dashboard, thereby ensuring accurate filtering.

Question: 22

The marketing team at Cloud Kicks has five dashboards in an app. Four widgets are replicas of each other in three of the dashboards.

What is the best way to maintain these widgets?

A. Create/Edit a lens and add each dashboard.
B. Create/Edit the widgets individually on each dashboard.
C. Create/Edit a component for the widgets.

Answer: C

Explanation:

To maintain consistency and ease of updates across multiple dashboards, creating or editing a component for the widgets is the most effective method. This approach:

Efficiency in Updates: Allows changes to be made in one place, which automatically propagates to all instances where the component is used across dashboards.

Consistency: Ensures uniformity in the appearance and functionality of the widgets across different dashboards.

Simplicity: Reduces the need for redundant work, where each widget would otherwise need to be updated individually.

Question: 23

At Universal Containers, a dashboard is built to track sales metrics. The Opportunity amount field has conditional formatting added — it turns green for closed won and red for closed lost.

How should a CRM Analytics consultant enhance the dashboard design to become more accessible to users with color vision challenges?

A. Position Alt Texts next to the KPIs to make it more understandable.
B. Add up and down arrow next to the KPIs to make it more understandable.
C. Make the numbers bold to emphasize whether it is won or lost.

Answer: B

Explanation:

Enhancing accessibility, especially for users with color vision challenges, is critical. Adding up and down arrows next to the KPIs:

Visual Cues: Provides a non-color dependent method to indicate whether metrics are positive (up arrow) or negative (down arrow).

Accessibility: Improves understanding for users with color vision deficiencies, ensuring that the dashboard is inclusive.

User Experience: Enhances the overall usability of the dashboard by making the interpretation of data straightforward and less reliant on color.

Question: 24

A versioning feature allows CRM Analytics users to be added as Publishers and make changes separately while a 'Live' version is still being used by other users. Once the changes are complete, the user can then set their updated version as the Live version.

Which CRM Analytics item is this leveraged for?

A. App
B. Dataset
C. goats

Answer: A

Explanation:

In CRM Analytics, the versioning feature described is typically leveraged for Apps. This feature allows:

Parallel Development: Users can work on changes in a separate version without affecting the live version being accessed by others.

Controlled Publishing: Once changes are finalized, the user can then promote their version to be the new live version, ensuring seamless updates without disrupting ongoing usage.

Collaborative Workflows: Facilitates teamwork by allowing multiple users to propose and test changes in a controlled environment before making those changes live.

This approach ensures that CRM Analytics apps remain dynamic and can evolve over time while maintaining stability and continuity for end-users.

Question: 25

A consultant is tasked with creating a dataset and a dashboard for a sales team. During the requirements gathering, it was highlighted that security of the data is important.
It was noted that the Opportunity object has organization-wide defaults set to Private with access via the role hierarchy. Sales wants to keep this security in place for the dashboard. Looking at the Opportunity data, the consultant sees that the VP of sales can have access to up to 20,000 records and is unsure if sharing inheritance can be used.
Which approach ensures data security for the new Opportunity dataset?

A. Enable Inherit Sharing from Salesforce in the analytics settings and set Opportunity as the source on the dataset.
B. Flatten the role hierarchy in the dataflow recipe and set a security predicate based on Opportunity owner and role path.
C. Run the Sharing Inheritance Coverage Assessment for the Opportunity object in the analytics settings.

Answer: C

Explanation:

For ensuring that the security settings on the Opportunity object are appropriately replicated in the CRM Analytics environment, running the Sharing Inheritance Coverage Assessment is an effective strategy. Here's why:
Assessment of Inheritance Feasibility: This tool assesses whether sharing rules on the Opportunity object can be effectively inherited in the analytics environment, ensuring that the organization-wide defaults and role hierarchy are maintained.
Identification of Limitations: The assessment will identify any potential issues or limitations with inheriting sharing settings due to the large number of records (up to 20,000 for the VP of Sales), providing clear insights on how to proceed.
Guided Decision Making: Based on the outcome of the assessment, the consultant can make informed decisions about whether to directly inherit sharing or consider alternative strategies like flattening the role hierarchy or using security predicates.

Question: 26

What are various ways to incorporate blank space in a CRM Analytics dashboard?

A.
1. Use the "Cell Spacing" layout property.
2. Increase the dashboard granularity via columns, and use blank columns.

B. Use the "Fine" row height option in layout properties, and use blank rows, Use the "With Spacing" row height property.
C.
1. Increase the dashboard granularity via columns, and use blank columns. Use pages to break content into multiple tabs.

Answer: A

Explanation:

Incorporating blank space into a CRM Analytics dashboard can be achieved effectively through the following methods:
Cell Spacing Layout Property: This allows for consistent spacing between cells, helping to create a visually organized and less cluttered dashboard.
Increasing Dashboard Granularity via Columns: Using blank columns as a method to create deliberate space can help in visually separating different dashboard elements, enhancing readability and focus. These methods ensure that the dashboard is not only functional but also aesthetically pleasing and easy to navigate.

Question: 27

CRM Analytics consultant receives a new project from a client that wants to implement CRM Analytics. They do not currently have CRM Analytics but want guidance on how to ensure their users have the correct access.
They have 1,000 users with a small team of three people who will build both datasets and dashboards. An additional 15 people should be able to only create dashboards. The remaining users should only be able to view dashboards.
Which recommendation should the consultant give the client?
Which recommendation should the consultant give the client?

A. Assign the app permissions "viewer", "editor", and "manager" to the three types of roles defined.
B. Create and assign three new Salesforce profiles according to the three types of roles defined.
C. Create and assign Salesforce permission sets according to the three types of roles defined.

Answer: C

Explanation:

For a client implementing CRM Analytics with a variety of user roles, creating and assigning
Salesforce permission sets is the most flexible and scalable solution. Here's why:
Flexibility and Customization: Permission sets allow for specific access rights to be compiled and assigned based on user roles without altering their existing profiles.
Scalability: As the organization grows or roles change, permission sets can be easily adjusted or reassigned to accommodate new requirements or users.
Simplified Management: Managing access via permission sets simplifies the administration of user rights, making it easier to ensure that each group has the appropriate level of access.

Question: 28

The below image shows a numeric outcome being deployed (Regression).

Which metric is used to calculate the performance of the model in production, specifically in the Model Manager?
The below image shows a numeric outcome being deployed (Regression).
Which metric is used to calculate the performance of the model in production, specifically in the Model Manager?

A. Area Under Curve, R2 (R-squared)
B. Area Under Curve, Confusion Matrix
C. Root Mean Square Error, Minimum Square Error

Answer: C

Explanation:

In the context of a regression model being deployed, the performance metrics used to evaluate its effectiveness in production typically include:
Root Mean Square Error (RMSE): This metric provides a measure of the average magnitude of the errors between predicted values by the model and the actual values, giving a sense of how accurately the model predicts the outcome.
Minimum Square Error: While less commonly referenced as "Minimum Square Error", metrics like Mean Squared Error (MSE) are often used to quantify the average of the squares of the errors— essentially, the average squared difference between the estimated values and what is estimated. These metrics are crucial for assessing the performance of regression models in CRM Analytics, as they directly reflect the accuracy and reliability of the model's predictions in real-world applications.

Question: 29

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

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.

Question: 30

Universal Containers has a well-defined role hierarchy in Salesforce where everyone is assigned to an appropriate node. The accounts within their instance are categorized by their demography.
An individual sales rep should be able to view all accounts that they own. In addition, sales reps should be able to see any accounts where the value of the account demography matches the demography defined on their user record. A user could have more than one demography defined on their user record.
To meet this requirement, the CRM Analytics consultant has set up a security predicate of the existing 'Account'

dataset as follows:

'OwnerId' == "SUser.Id" || 'Demography' in ["SUser.Demographic____ c"]

This, however, does not seem to be working as expected.
What is causing the issue?

A. The Sales Rep is not provided access permission on custom field Demographic c on the User object.
B. The security predicate needs to be updated as 'OwnerId' == "sUser.id" || 'Demography' = "$User.Demographic c'.
C. The Analytics Security User is not provided access permission on custom field Demographic_c on the User object.

Answer: A

Explanation:

The issue with the security predicate not functioning as expected likely stems from a permissions issue related to the custom field Demographic c on the User object. Here's a detailed explanation: Field-Level Security: If the sales reps do not have access to the Demographic c field, the security predicate which references this field cannot execute properly as the system cannot evaluate the predicate without accessing the field.
Permission Settings: Ensuring that the sales reps have the necessary permissions to view and use the Demographic c field is crucial for the security predicate to function correctly.
Data Visibility: The security model in CRM Analytics relies heavily on the underlying data permissions in Salesforce. If these permissions are not correctly configured, the expected data visibility through CRM Analytics will not be achieved.

Question: 31

Universal Containers uses CRM Analytics to build dashboards for different departments: Sales, Service, and Marketing. Users in the same department have the same role and need to have access to the same dashboards. Dashboards for different departments use some common datasets with the same row-level security.

How should a CRM Analytics consultant address this need?

A. Create one app for each department, put common datasets in the shared app, and use roles to share apps.
B. Create one app for each department, put common datasets in the shared app, and use profiles to share apps.
C. Create one app for each department, put common datasets in the shared app, and use permission sets to share apps.

Answer: C

Explanation:

For managing access to department-specific dashboards while leveraging common datasets, the best approach involves the use of apps and permission sets. Here's why:
App Segregation: Creating a separate app for each department (Sales, Service, Marketing) allows for tailored dashboards and datasets to be grouped by department, facilitating easier management and navigation.
Shared Common Datasets: Placing common datasets in a shared app ensures that all departments can access necessary data without duplication, maintaining consistency and reducing storage requirements.

Use of Permission Sets: Leveraging permission sets to control access to these apps is a flexible and scalable approach. Permission sets can be finely tuned to grant or restrict access based on user roles within the organization, and they can be easily adjusted as roles or organizational structures change. This structure not only ensures data security and appropriate access but also enhances the efficiency of managing CRM Analytics resources across different departments.

Question: 32

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?

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: 33

Universal Containers (UC) is looking to create a dashboard for whitespace analysis. UC wants to view a particular customer and see what similar customers have bought.
Which recipe transformation is helpful for the consultant to use while creating the dataset?

A. Timeseries Forecasting
B. Cluster
C. Predict Missing Values

Answer: B

Explanation:

Cluster transformation is a powerful tool in CRM Analytics recipes used for grouping similar records together based on shared attributes. In this scenario, Universal Containers (UC) wants to perform whitespace analysis by viewing a particular customer and comparing their purchase history with similar customers. The Cluster transformation would help in identifying groups of customers who have made similar purchases. This can then be used to provide insights into what the viewed customer might also be interested in purchasing, based on similar customer

behaviors.
Reference: CRM Analytics Recipes and Transformation

Question: 34

A consultant is preparing a dataset to predict customer lifetime value and is collecting data from a questionnaire that asks for demographic information. A very small number of respondents fill in the Income box, but the consultant thinks that it is an informative column even though it only represents 1% of respondents.
What should the consultant do?

A. Fill in the missing data with an average of all incomes.
B. Apply the predict missing values transformation in recipe nodes.
C. Drop the field as it will be difficult to get future respondents.

Answer: B

Explanation:

In CRM Analytics, when dealing with incomplete data, specifically when certain respondents have not filled out fields like income, the Predict Missing Values transformation in a recipe is highly effective. This transformation allows you to predict values for missing fields based on patterns from the existing data. Since the consultant finds this field informative despite having data from only 1% of respondents, applying this transformation can estimate these missing values, which ensures that the dataset remains useful for predictive purposes without discarding important variables.
Reference: CRM Analytics Recipes and Predict Missing Values

Question: 35

The CRM Analytics consultant at Universal Containers notices that some users have access to sensitive data and dashboards they should not have access to in the Manager's app.
How should the consultant fix the problem?

A. Develop separate dashboards and datasets and put them in the Manager's app.
B. Apply data encryption using Salesforce Shield.
C. Create separate apps, datasets, and dashboards, and share them with the proper users.

Answer: C

Explanation:

To address issues with unauthorized access to sensitive data and dashboards, the best practice is to create separate apps, datasets, and dashboards for different user groups and then manage their sharing settings appropriately. This allows you to maintain data security while ensuring that users only access the data and insights that are relevant to their roles. In this scenario, applying separate apps for managers with defined sharing rules will prevent users who shouldn't have access from seeing sensitive data.
Reference: Managing Data Access and Sharing in CRM Analytics

Question: 36

An CRM Analytics consultant is working with Ursa Major Solar to build a dashboard to understand customer renewals. Each subscription is captured as a Closed Won Opportunity within Salesforce and a single Account should

only have one active subscription. The consultant notices the Opportunity record does NOT specify whether it is a renewal or a net new subscription.
Which data transformation should the consultant use to determine if a subscription is new or a renewal?

A. Flatten
B. Custom Multiple row formula
C. Custom Formula

Answer: C

Explanation:

To determine whether a subscription is new or a renewal from the Opportunity records in Salesforce, the consultant should utilize a Custom Formula in the data transformation process. Here's the rationale:
Custom Formula Usage: By employing a custom formula, the consultant can create a logical expression that checks the historical data associated with each account. If an account has previous closed-won opportunities, any new opportunities can be labeled as renewals; otherwise, they are considered new subscriptions.
Data Insight: This method provides a straightforward way to derive new insights (new vs. renewal) directly from existing data without altering the data structure itself, making it a non-invasive and

efficient solution.
Implementation: The custom formula can be applied in a recipe or directly within a dataflow in CRM Analytics, offering flexibility in how and where the transformation is executed.

Question: 37

The sole manager of a CRM Analytics app at Cloud Kicks is leaving the company.
What should the CRM Analytics consultant do to ensure the app remains accessible?

A. Assign an active user the app's manager role before the previous manager is deactivated.
B. Deactivate the user and assign an active one to the app's manager role.
C. Wait for the CRM Analytics app to auto-assign an active user as its manager.

Answer: A

Explanation:

To ensure continuity in managing a CRM Analytics app at Cloud Kicks after the current manager leaves, it is critical to proactively assign a new manager. Here's why this is the best approach: Role Transition: Assigning a new manager before the current manager's account is deactivated ensures there is no gap in app management, maintaining access and administrative continuity. Avoid Disruption: Waiting for an automatic reassignment (which does not typically occur in CRM Analytics) or post-deactivation reassignment could disrupt the management and operation of the app, potentially leading to access issues or administrative challenges.
Proactive Management: This approach is in line with best practices for CRM system management, where critical roles and responsibilities are transitioned smoothly to avoid any operational disruptions.

Question: 38

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?

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

Explanation:

Question: 39

Universal Containers (UC) is using CRM Analytics to create two datasets.

* Dataset A: Contains a list of activities with an "activityID" dimension and a "userID" dimension

* Dataset B: Contains a list of users with a "userID" dimension

UC wants to delete all activities from Dataset A related to users in Dataset B.

How should the CRM Analytics consultant help UC achieve this?

A. Use the combination of recipe transformations: "join" and “filter”.

B. Use the recipe node "delete" and set "userID" as the deletion ID.

C. Use the “update” transformation and utilize the "filter" node.

Answer: A

Explanation:

In CRM Analytics, when dealing with two datasets, such as Dataset A (activities) and Dataset B (users), and you want to delete records from Dataset A based on the users listed in Dataset B, you would typically use a combination of a join and filter transformation in a recipe. The join transformation allows you to combine data from both datasets based on the shared userID dimension, and the filter transformation would then be used to delete or exclude any activities from Dataset A that are associated with the users from Dataset B. This approach ensures that only relevant activities remain in Dataset A after filtering out the unwanted ones.

Reference: CRM Analytics Recipes: Join and Filter Transformations

Question: 40

A CRM Analytics consultant has been asked to refactor a dashboard so that it loads quicker. After some analysis, the consultant found that most of the dashboard queries run in less than 5 seconds; however, the Opportunities Table takes more time to load when scrolled down from its initial view. How should the consultant improve the performance of this dashboard?

A. Create a second page on the dashboard and move the table to this new page.

B. Create a second dashboard and move the table to this new dashboard.

C. Create a Visualforce page and display a list view of the Opportunities on this new page.

Answer: A

Explanation:

In CRM Analytics, performance issues often arise when large tables or datasets are loaded on a single dashboard page, especially when the table contains a lot of data, as in the case of the Opportunities Table. One way to improve performance is to split the dashboard into multiple pages, moving resource-intensive components (like large tables) to a secondary page. By creating a second page and relocating the Opportunities Table, the initial dashboard page will load faster, and users can still access the table by navigating to the second page when needed. This practice ensures better overall performance and user experience.
Reference: CRM Analytics Dashboard Optimization

Question: 41

Universal Containers (UC) uses a Microsoft Azure SQL Data Warehouse to gather information about sales reps' objectives. UC wants to use CRM Analytics to gain insights from this data and automatically load it into a CRM Analytics dataset daily. The data also needs to be transformed and merged with data from the company's org.
Which CRM Analytics user interface features should be used to complete these requirements?

A. Analytics REST API used in conjunction with dataflows/recipes.
B. Microsoft Azure SQL Data Warehouse Connector used in Conjuction with dataflows/recipes
C. CRM Analytics Connector for Excel used in conjunction with dataflows/recipes

Answer: B

Explanation:

CRM Analytics provides out-of-the-box connectors for integrating external data sources like Microsoft Azure SQL Data Warehouse. To meet the requirement of daily automated data loading, the Microsoft Azure SQL Data Warehouse Connector can be used to pull data into CRM Analytics. Once the data is imported, dataflows or recipes can be used to transform and merge this data with the organization's Salesforce data. Recipes allow for merging datasets and applying any necessary transformations, ensuring the data from Azure is combined and transformed appropriately before analysis.
Reference: CRM Analytics Connectors and Dataflows

Question: 42

A CRM Analytics consultant has prepared a CSV file to be uploaded to CRM Analytics. By mistake, one of the column headers is modified as random non-alphanumeric characters "*&**(&*(%", which went unnoticed prior to uploading the file.
What is the expected behavior of the uploaded CSV column?

A. The column header is prefixed with "X" upon upload.
B. The column header is auto-updated to “Column” + column number.
C. The column header Is set to *&**(&*(%.

Answer: A

Explanation:

When uploading CSV files into CRM Analytics, column headers must follow certain formatting rules. Headers

containing non-alphanumeric characters, such as "&**(&(%", will automatically be adjusted. Specifically, if the column header starts with non-alphanumeric characters or contains such characters, CRM Analytics will prefix the header with "X" to ensure compatibility with internal naming conventions. This behavior ensures that the column can be referenced in the platform without causing errors or conflicts.
Reference: You can find the CSV upload rules, including naming conventions and auto-formatting behaviors, outlined in the Salesforce CRM Analytics documentation provided during training, particularly under the module "Wave Analytics Explorer."

Question: 43

What is the purpose of the CRM Analytics Dashboard Inspector?

A. To view the total time required to run all queries.
B. To automatically remove bottlenecks to make queries run faster.
C. To see the final query for each widget along with the results.

Answer: C

Explanation:

The CRM Analytics Dashboard Inspector is a powerful tool used to troubleshoot and optimize dashboards. Its primary function is to display the underlying SAQL (Salesforce Analytics Query Language) query executed for each widget. It helps users see the final query that is run and the corresponding results. This feature allows CRM Analytics consultants and developers to diagnose issues, optimize performance, and understand how data is being processed in the dashboard. While the Inspector helps view execution times and identify bottlenecks, it does not automatically resolve performance issues (which is why option B is incorrect). It simply provides visibility into query performance and execution details, allowing the user to make manual optimizations. Reference: Detailed information on the Dashboard Inspector tool can be found under the "Building Lenses, Dashboards, and Apps in CRM Analytics" module and the Einstein Discovery training content within Salesforce documentation.

Question: 44

CRM Analytics users at Cloud Kicks are granted access to an app with specific dashboards. When trying to download a specific widget, they are unable to do so.

A. The users have access to the dashboard but not the dataset.
B. The dashboard has been created for internal use and the users have a view only license.
C. The permission set for the users is missing the download data permission.

Answer: C

Explanation:

In CRM Analytics, even if users are granted access to view an app and its dashboards, their ability to download data is controlled by permissions assigned via permission sets. Specifically, users need the "Download Data" permission to download data from widgets or dashboards. If this permission is missing from their permission set, they will be unable to download the specific widget, even though they can view the data.
Reference: The role of permission sets in granting access to data features, such as downloading data, is detailed in

Salesforce's CRM Analytics permissions documentation and is emphasized in the module "Building Lenses, Dashboards, and Apps in CRM Analytics."

Question: 45

CRM Analytics users at Cloud Kicks are granted access to an app with specific dashboards. When

trying to download a specific widget, they are unable to do so.
What is causing the issue?

A. The users have access to the dashboard but not the dataset.
B. The dashboard has been created for internal use and the users have a view only license.
C. The permission set for the users Is missing the download data permission.

Answer: C

Explanation:

As in the previous question, the issue is related to permissions. Users can be granted access to dashboards and apps, but if their permission set does not explicitly allow the "Download Data" action, they will not be able to download the widget data. This is a common issue encountered when users have restricted permissions, especially in environments where security and data access are tightly controlled.
Reference: The role of permission sets and the "Download Data" permission is covered in Salesforce CRM Analytics training, particularly in relation to managing user access and security in the platform.

Question: 46

The CRM Analytics consultant at Universal Containers (UC) has set up data sync for the Salesforce Opportunity object with the Amount currency field added. This is being used in multiple datasets and dashboards, as UC is a multi-currency organization.
The currency used in Salesforce records is set up in GBP but the data on the dashboard is converting to USD. Conversion logic is not set up on any of the recipes.
Why is the currency converting?

A. The ANS local currency is set up as USD.
B. The Integration User currency is set up as USD.
C. The org corporate currency is set up as USD.

Answer: C

Explanation:

In Salesforce CRM Analytics, when dealing with multi-currency environments, the system relies on the organization's corporate currency setting for reporting, unless explicitly overridden. In this case, even though the Opportunity data is stored in GBP in Salesforce, the dashboards are showing USD because the corporate currency for the org is set to USD. This behavior is expected unless currency conversion logic is implemented in the datasets or recipes.
The corporate currency serves as the default for currency fields in datasets and dashboards unless configured otherwise. This can be confirmed under the "Manage Currencies" settings in Salesforce. Reference: The currency handling rules in CRM Analytics, including how the corporate currency affects reporting, are detailed in Salesforce

documentation on multi-currency organizations and the Einstein Discovery training materials.

Question: 47

Universal Containers' sales team is looking to build a dashboard that shows the total revenue from their top 10 accounts (based on revenue) and make it dynamic with the filters of the dashboard. Which action is required to accomplish this?

A. Create a query and sort descending by revenue and limit it to 10 results.
B. Create a query with a results based interaction as a filter using the limit query to pass in the 10 Account IDs.
C. Create 2 query with a selection based interaction as a filter using the limit query to pass in the 10 Account IDs.

Answer: A

Explanation:

To create a dashboard showing the top 10 accounts by revenue dynamically, the best approach is to create a query that sorts the accounts in descending order by revenue and limits the results to the top 10. This query can then be used as the data source for the widget, ensuring that it dynamically adjusts based on the filters applied to the dashboard.
This method efficiently handles the task because sorting by revenue and limiting the results to 10 ensures that only the top accounts are displayed, and it remains dynamic with dashboard filters. Reference: This approach is covered in the Building Lenses, Dashboards, and Apps in CRM Analytics module, where techniques for creating dynamic queries are discussed.

Question: 48

The sales team at Cloud Kicks is requesting that datasets for their dashboards be refreshed every hour. The CRM Analytics consultant investigates if this is possible and finds that the dashboards use five datasets created from two recipes. The first recipe takes 43 minutes to run and the second recipe takes 25 minutes to run.
Which consideration should the consultant keep in mind?

A. The number of concurrent recipe runs can exceed the limit of two in a 24-hour rolling period.
B. The total duration of the recipe runtimes can exceed the limit of 1 hour.
C. The number of concurrent recipe run limits that are associated with the org.

Answer: B

Explanation:

In CRM Analytics, recipes are used to prepare and combine data for datasets. The total duration of the recipe runtime is an important consideration when scheduling dataset refreshes. In this case, the combined runtime for both recipes (43 minutes + 25 minutes = 68 minutes) exceeds 1 hour. Since dataset refreshes cannot be scheduled more frequently than the total recipe runtime, it would be impossible to refresh the datasets every hour. This limitation must be considered when managing dataset refresh schedules.

Reference: Recipe runtime limits and considerations for scheduling refreshes are discussed in the CRM Analytics documentation related to recipes and dataflow optimizations.

Question: 49

Universal Containers plans to upload target data from an external tool to CRM Analytics so it can calculate the sales team target attainments.
The target data changes every month, so the datasets need to be updated on a monthly basis. The target data is a CSV file that contains the Salesforce ID of the sales rep, the target amount, and the month of the target. For each sales rep, the file contains a target for every month of the current year as well as all previous years.
Based on this information, which operation should a consultant use with the Analytics External Data API to upload the file?

A. Overwrite
B. Update
C. Append

Answer: A

Explanation:

For uploading target data that changes on a monthly basis and includes historical data (previous years' targets), the appropriate operation is "Overwrite." This ensures that each time the CSV file is uploaded, the existing data in the dataset is replaced with the new data. This is critical because the target data includes both current and historical data, and using "Overwrite" will update the entire dataset while maintaining historical accuracy.
"Append" would add new data without replacing the old records, leading to duplication, and "Update" is not suitable for completely replacing data in this context.
Reference: The usage of the "Overwrite" operation for updating datasets with changing data is covered in the Analytics External Data API documentation, as well as in the Wave Analytics Explorer module.

Question: 50

A CRM Analytics administrator is working on deploying a dashboard and a dataset from a developer sandbox to a full sandbox. They have deployed the dataset via change set and manually copy-pasted the dashboard JSON into the target org. However, they notice that the conditional formatting and the widget-specific number formats have been lost in the target environment.
What is causing this issue?

A. Analytics Dataset XMD was NOT included as part of the deployment package,
B. The recipe that generated the dataset also needs to be included as part of the package.
C. Analytics Dashboard XMD was NOT included as part of the deployment package.

Answer: A

Explanation:

When deploying a dataset and dashboard between environments in CRM Analytics, it's essential to include the Extended Metadata (XMD) file, which controls aspects such as conditional formatting and number formatting. In this case, the administrator manually copied the dashboard JSON but did not

deploy the Analytics Dataset XMD, which leads to the loss of conditional formatting and widgetspecific number formats in the target environment. Including the XMD ensures that all formatting and metadata are

transferred correctly.
Reference: Detailed information on XMD files and their role in formatting is covered in the CRM Analytics deployment and customization documentation.

Question: 51

Cloud Kicks needs a CRM Analytics consultant to install the Appointment Analytics App. After installation, they realize the wrong field was picked and the app did not have access to a newly created field that should be used instead of the old one.
What is the first step the consultant should take to prevent erroneous dataset/dashboard creation?

A. Cancel running installations from Setup
B. Stop the recipe from running in Data Manager.
C. Update the app with the new field after installation.

Answer: B

Explanation:

If the wrong field is selected in the initial setup of an app or dataset, it is important to stop any data processing activities (like recipe executions) to prevent erroneous data from being loaded into datasets and dashboards. In this case, stopping the recipe from running in Data Manager is the correct first step. Once the recipe is stopped, the consultant can update the field selection or make other necessary corrections before restarting the process.
Reference: The Data Manager section in CRM Analytics outlines how recipes and data flows are managed, including how to stop or pause recipes.

Question: 52

What is a benefit of introducing a second local connector?

A. Better maintenance by having a connector per recipe
B. Better deployment management between sandboxes and production environment
C. Better performance by syncing data according to the refresh necessities

Answer: C

Explanation:

Introducing a second local connector in CRM Analytics can improve performance by enabling more granular control over data syncs. By having a separate connector, different datasets or recipes can be synchronized independently based on specific refresh needs, reducing load and improving overall performance. This approach helps optimize data flow operations, especially in large-scale deployments with varying data refresh requirements.
Reference: Best practices for managing connectors and optimizing data sync performance can be found in the CRM Analytics performance optimization guides.

Question: 53

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?

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.
Reference: The role of permission sets and permission set licenses in managing different levels of access is outlined in Salesforce CRM Analytics user management and security documentation

Question: 54

Cloud Kicks' Salesforce org has multiple currencies enabled. This company's business intelligence team uses CRM Analytics to build a dataflow/recipe that creates a dataset, "OpportunityDataSet", which is populated with data extracted from Opportunity. One of the extracted fields is the standard field, Amount.
Which currency will the Amount values be shown in "OpportunityDataSet"?

A. the connected user's currency
B. In the integration user's currency
C. In the currency that Is set on the “currency” attribute.

Answer: B

Explanation:

When a dataset like "OpportunityDataSet" is populated through a dataflow or recipe in CRM Analytics, the currency values (such as the standard field "Amount") will be displayed in the currency of the integration user unless there is specific currency conversion logic set up within the dataset or recipe. The integration user is the user whose credentials are used to run the dataflow and extract data, and their currency setting will dictate how numeric currency values are displayed unless overridden.
Reference: Salesforce’s documentation on multi-currency environments in CRM Analytics explains how the integration user's currency affects the display of numeric values.

Question: 55

A project team member uploads a CSV file to CRM Analytics, and they notice a few records failed during the upload. The manager wants to view the error log generated so this can be fixed and uploaded again. The manager has the CRM Analytics administrator permission but is unable to download the error log details.
Why is the manager unable to download the log details?

A. They do not have the Upload External Data to CRM Analytics permission enabled.
B. They do not have the Download CRM Analytics Data permission enabled.
C. Only the user who uploaded the external data file can download the error log.

Answer: C

Explanation:

In CRM Analytics, when a CSV file is uploaded and errors occur during the upload process, an error log is generated. However, only the user who uploaded the external data file can download the error log, even if other users have administrative permissions. This restriction ensures that only the user responsible for the data upload can access the details to resolve the issues.

Reference: The limitations and permissions surrounding external data uploads and error logs are outlined in CRM Analytics permissions documentation.

Question: 56

A consultant runs the sharing inheritance coverage assessment for the Opportunity object and finds that some records exceed 400 sharing descriptors.
What should the consultant do?

A. Use security predicates in CRM Analytics.
B. Contact Salesforce Support to increase the sharing descriptor limit.
C. Increase the sharing descriptor limit in the analytics settings.

Answer: A

Explanation:

When a record exceeds 400 sharing descriptors, it can cause performance issues or sharing rule complications in CRM Analytics. In such cases, the recommended solution is to use security predicates, which allow fine-tuned control over which data is visible to users based on their sharing rules and permissions. Security predicates reduce the number of sharing descriptors by enforcing security at the dataset level rather than relying solely on record-sharing mechanisms.

Increasing the sharing descriptor limit is not an available option, and Salesforce Support does not typically increase this limit, making the use of security predicates the best approach.

Reference: Security predicates and their use to optimize data visibility and sharing within CRM Analytics are explained in the CRM Analytics documentation related to security and performance.

Question: 57

Cloud Kicks (CK) has a dashboard in CRM Analytics with forecasting dat
a. One widget is a compare table using the timeseries function showing the quarterly forecast. However, CK is interested in enhancing the dashboard with a weekly forecast per customer. How should CK achieve this?

A. An SAQL query with a timeseries statement specifying Opportunity Name as the partition and Y- M-W as the Date Cols

B. An SAQL query with a timeseries statement specifying Account Name as the partition and Y-M-W as the Date Cols

C. An SAQL query with @ timeseries statement specifying Account Name as the partition and Y-M-D as the Date Cols

Answer: B

Explanation:

To create a weekly forecast per customer, an SAQL (Salesforce Analytics Query Language) query can be used. The timeseries function generates forecast data based on a specified date range. In this case, the forecast is customer-specific, meaning the partition should be based on Account Name to ensure that the forecast is generated for each customer. The date column (Date Cols) should be set to Y-M-W to aggregate the forecast data on a weekly basis.
Reference: The use of SAQL and timeseries functions is covered in the Wave Analytics Explorer and Advanced SAQL modules, where partitioning and date-based aggregations are explained in detail.

Question: 58

A CRM Analytics consultant is working on Sales dashboards with multiple datasets and advanced queries in the Sales Analytics app.
Sales managers in the organization have been given Editor/Manager access to the app, whereas sales reps have been given Viewer access.
Some dashboards that are in progress are not ready to be rolled out to sales reps and should only be viewable by sales managers.
How should the consultant accomplish this?

A. Remove the dashboard from the 'Run App' navigation list so the sales reps cannot navigate to these dashboards.
B. Duplicate the dashboards and their respective datasets, and move the assets to a separate app for the sales rep.
C. Leverage the CRM Analytics asset visibility feature to hide the assets from the users.

Answer: C

Explanation:

In CRM Analytics, you can control the visibility of dashboards and other assets using the asset visibility feature. This allows the consultant to restrict access to specific assets (like dashboards) for certain groups of users, such as sales reps, without needing to duplicate datasets or move dashboards to another app. This is the most efficient way to manage access for dashboards in progress while allowing only sales managers to view the in-progress dashboards.
Reference: The CRM Analytics asset visibility feature is described in detail in the Building Lenses, Dashboards, and Apps module, where different user access levels are explained.

Question: 59

Cloud Kicks (CK) has a dashboard that is still showing 10 former account managers. CK has since expanded, and some have moved from their former roles. CK wants the dashboard to reflect current account managers and stay up to date as new team members join.
How should the CRM Analytics developer accomplish this?

A. Use a Repeater Widget that updates automatically as the data flows through the system.
B. Create @ Watchlist and when the number of account manager updates, update the dashboard to reflect the same.
C. Build a report and get notified when a new account manager joins, and then edit the dashboard to add the account manager.

Answer: A

Explanation:

The Repeater Widget in CRM Analytics allows dynamic updates to be reflected on the dashboard automatically as data flows are updated. This means that as new account managers join or existing account managers change roles, the data in the widget will automatically reflect the latest information without manual updates. This is the most efficient way to keep the dashboard up-to- date with the current list of account managers.
Reference: The functionality of Repeater Widgets and their ability to dynamically update based on live data is covered in the Wave Analytics Explorer documentation, particularly when dealing with team structures and dynamic datasets.

Question: 60

Universal Containers has a dashboard for sales managers. They need the ability to visualize the number of Closed Won opportunities by month, quarter, or year, and then display the result in a single chart. A CRM Analytics consultant creates a custom query to display three values: ClosedDate_month, ClosedDate_ quarter, and ClosedDate_year.
What should the consultant do next?

A. Use result binding/interaction to update the grouping in the chart.
B. Use selection binding/interaction to update the grouping In the chart.
C. Use selection binding/interaction to update the measure In the chart.

Answer: B

Explanation:

Question: 61

A CRM Analytics consultant is updating an existing recipe.

They are looking to add a few additional fields onto the Account dataset. One of the fields to be added is a multi-select picklist field that needs to be shown as text on the dashboard.
What should the consultant do to accomplish this?

A. Use the array_join multivalue runcuen co convert this field to a text prior to registering the dataset.
B. Use the array multivalue function to convert this field to a text prior to registering the dataset. C. Use the string multivalue function to convert this field to a text prior to registering the dataset.

Answer: A

Explanation:

Question: 62

A customer has a dataset consisting of over 300 unique product names. They request a prediction model with the product names included.

Which action should the CRM Analytics consultant take?

A. Split the analysis into multiple models with each having fewer products.
B. Run the model using the default variables in the Product object.
C. Use SKU numbers rather than product names to increase clarity.

Answer: A

Explanation:

Question: 63

A CRM Analytics consultant has been tasked with providing access to CRM Analytics for a few users.
They should be able to view the data but unable to export it.
Which permission should the consultant make sure to NOT include?

A. Export CRM Analytics data
B. Download CRM Analytics data
C. View CRM Analytics Assets

Answer: B

Explanation:

Question: 64

A consultant creates a CRM Analytics dashboard in a sandbox and it needs to be migrated into production.
What should the consultant use to complete the migration?

A. Analytics dashboard connector
B. Change sets
C. Analytics External Data API

Answer: B

Explanation:

Question: 65

Universal Containers has a dashboard for sales managers that want to visualize their win rate. Which chart type should the consultant use to keep track of targets?

A. Metric Radar
B. Gauge
C. Line

Answer: B

Explanation:

Question: 66

A manager at Cloud Kicks wants to separate and analyze accounts based on numeric information of its opportunity records. The data includes things like amount, quantity of products, contacts, and quotes.
How should the CRM Analytics consultant accomplish this?

A. Bucket for each measure and then use a global bucket to segment accounts.
B. Aggregate to summarize related data to account level.
C. Cluster in the recipes and select the metrics used for clusterization.

Answer: B

Explanation:

Question: 67

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?

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

Explanation:

Question: 68

The CRM Analytics consultant at AW Computing is designing dashboard. They want to add a rate between two metrics and display it in a new chart. They are finding that the new chart seems to prejudice the design of other charts.
What should the consultant do to resolve this?

A. Create a component with the rate chart and insert it in one of the tooltips.
B. Clone the dashboard and replace one of the charts with the new rate chart.
C. Adjust the dashboard widgets to accommodate the rate chart.

Answer: A

Explanation:

Question: 69

The administrator at Cloud Kicks has been asked to sync data from an external object created in Salesforce into CRM Analytics.
What should the administrator keep in mind?

A. Salesforce external objects are unsupported in RM Analytics recipes digest transformations. B. Using a custom connector to connect to the external objects will load it into CRM Analytics.
C. Loading the external object data into CRM Analytics will help join objects in the recipes.

Answer: A

Explanation:

Question: 70

A new picklist value was added for the Category field on the Account object. This field is already added as part of the Account object data sync and the respective recipe that uses this field.
The CRM Analytics team reports that when they start the recipe it runs successfully with no errors or warnings, but they are unable to See this new values on their existing dashboards.
What is the oridi4 of this issue?

A. The user who runs the dataflow/recipe does not have access to the field.

B. The Integration User profile does not have access to the field.
C. There are no records in Salesforce with this new plicklist value.

Answer: C

Explanation:

Question: 71

A consultant sets up a Sales Analytics templated app that is very useful for sales operations at Universal Containers (UC). UC wants to make sure all of the data assets associated with the app, including:
recipes, dataflows, connectors, Einstein Discovery models, and prediction definitions are refreshedeveryday at 6:00 AM EST.
How should the consultant proceed?

A. Use the Data Manager and schedule each item to run at 6:00 AM EST based on 'Time-based Scheduling'.
B. Use the Data Manager and schedule the recipes/dataflows to run at 6:00 AM EST based on 'Timebased Scheduling'.
C. Use the App Install History under Analytics Settings and schedule the app to run at 6:00 AM EST.

Answer: C

Explanation:

Question: 72

An CRM Analytics consultant creates a model to maximize the satisfaction of cases. They want to deploy the mode! and further use the model and predictions in an existing automated business process
powered by Salesforce Flow.
What is the most efficient way to accomplish this?

A. Create a trigger on Case object and use REST APIs to append the predictions into the business process.
B. Use the Einstein Discovery flow action to make a prediction with the flow.
C. Write an Apex class with Einstein Discovery Predictions and append them to process.

Answer: B

Explanation:

Question: 73

A CRM Analytics consultant wants to move a dataflow to a recipe in order to use aggregation nodes.
To do so, they use the Dataflow to Recipe convertor and the recipe runs successfully.
However, they are unable to see the aggregated data in the dataset.
What is causing the issue?

A. The recipe has to be turned off and only the dataflow should run. B. The dataflow has to be turned off and only the recipe should run. C. The convertor has created a new dataset with a new ID.

Answer: C

Explanation:

Question: 74

AW Computing will start using Tableau Online to report on some of its Salesforce data to users who do NOT have an SFDC license.
What is the first step the CRM Analytics consultant should take?

A. Use MuleSoft to generate an API ta connect and push data from SFDC to Tableau.
B. Select the output connection in the “write to” option of the recipe.
C. Enable the Tableau output connection in the Analytics settings.

Answer: C

Explanation:

Question: 75

After the initial creation of a model, the first model insight explains 93% of the variation of the outcome variable.
This is unusually high. What is the most likely reason for this?

A. The dataset contains multiple dominant values.
B. The model contains too many outlier values.
C. The outcome variable may be causing data leakage.

Answer: C

Explanation:

Question: 76

A consultant is building a CRM Analytics dashboard for Universal Containers. The consultant has enabled data sync to increase the speed of datasets refreshing.
How often will the data on the dashboard be refreshed?

A. When dataflow/recipe runs to completion, and then data syne runs to completion
B. When the dashboard viewer clicks the Refresh button
C. When data sync runs to completion, and then dataflow/recipe runs to completion

Answer: C

Explanation:

Question: 77

A model created with a GLM algorithm produced unsatisfactory results.
When re-running the model, which type of algorithm should the consultant use to improve the results?

A. K-Nearest Neighbors
B. Support Vector Machines
C. XGBoost

Answer: C

Explanation:

Question: 78

A CRM Analytics administrator is working on deploying a dataflow and a dataset (generated by this dataflow) to another org.
While creating a change set, they notice that the components are NOT visible to be included in the change set.
What is the reason for this?

A. The administrator does NOT have system administrator permission to include the assets In the change set,
B. Assets are kept in the Private App and are unavailable to include in the change set.
C. The administrator does NOT have access to the assets on CRM Analytics.

Answer: B

Explanation:

Question: 79

In Data Alerts, a field named Region is 96.5% North Americ

a. The consultant believes that this is an important field since the majority of sales is in the North American market.

What is the appropriate action?

A. Choose the recommended action “keep only North America” and exclude all of the other rows. B. Understand if client should only "focus on North America” or drop the field, as it does not have valuable information.

C. Append more rows of data with "other values of Region” to balance the dataset properly.

Answer: B

Explanation:

Question: 80

A CRM Analytics consultant is asked to make sure the new sales performance dashboard is accessible in the mobile app. They have created multiple mobile layouts for the same dashboard.

How is CRM Analytics expected to perform?

A. If morethan one layoutis eligible, the one withthe most global filters is used.

B. If morethan one layoutIs eligible, the one withthe most widgets is used.

C. If morethan one layoutis eligible, the one withthe most device properties set is used.

Answer: C

Explanation:

Question: 81

A client has two datasets that are used across seven different dashboards. Three of these dashboards are used by marketing and four are used by sales. The client requires that only marketing can access the marketing dashboards and only sales can access the sales dashboards.

Which solution should a consultant recommend?

A. Create three custom apps: one for marketing dashboards with marketing as "viewer", one for sales dashboards with sales as "viewer", and one for datasets where marketing and sales are "viewer".

B. Duplicate the datasets and create two custom apps: one for marketing dashboards and datasets with marketing as “editor” and one for sales dashboards and datasets with sales as "editor".

C. Use two custom apps: one for marketing dashboards with marketing as "viewer" and one for sales dashboards with sales as “viewer". Add the datasets as references to both custom apps.

Answer: A

Explanation:

Question: 82

A CRM Analytics consultant has enabled data sync manually in an org that uses dataflows/recipes.

The client says that the dataflow/recipe fails each time it starts running.

What is causing the dataflow/recipe to fail?

A. Dataflowsysrecipes with computeExpression nodes fail until syne has run for the first time.
B. Dataflows/recipes with Augment nodes fail until sync has run for the first time.
C. Dataflows/recipes with sfdcDigest nodes fail until sync has run for the first time.

Answer: C

Explanation:

Question: 83

The CRM Analytics consultant at Cloud Kicks (CK) notices that a specific dashboard is showing a

different date and time from their locale. Upon investigating, they find that the recipe and datasets were created from a locale with a PST time zone while CK is in the CET time zone.
What led to this problem?

A. The developer turned off dynamic time zone in CRM Analytics settings.
B. Data within datasets is modified for localization or internationalization.
C. The dataset metadata locale Is not overridden by Individual user locale settings.

Answer: A

Explanation:

Question: 84

Universal Containers (UC) has a "Sales Manager" dashboard. UC has a compare table that has multiple groupings and columns added showing the Total and Subtotals of the numeric values. A consultant is asked to add additional groups to enhance details about UC's customers.
Which feature should the consultant use to make the navigation of the compare tables easier for the end user?

A. Create the table using SAQL query to accommodate this and make It user friendly.
B. Select the Enable Expand or Collapse option from the table properties.
C. Scroll to the very end to see the details.

Answer: B

Explanation:

Question: 85

Cloud Kicks uses CRM Analytics for its sales reporting. A new manager needs access to CRM Analytics to see specific dashboards.
How should the system administrator give access to the Analytics
Studio app in the App Launcher?

A. Assign the CRM Analytics User permission set to the manager's user.
B. Share the Analytics Studio app to the user's profile.
C. Change the profile of the user to one that has access to the Analytics Studio.

Answer: A

Explanation:

Question: 86

CRM Analytics team is asked to build a Service Analytics dashboard for the service agents.
What are the main "Deep Design Thinking" principles the team should keep in mind during the discovery sessions?

A. Purpose - Structure - Surface
B. Priority - Logic - Level of Granularity
C. Clarity - Efficiency - Consistency

Answer: A

Explanation:

Question: 87

A CRM Analytics consultant is performing column profiling on dimension column in a recipe. Newly- added rows are not being considered in the Results tab of the profile even though a sync was run for that specific object.
What is causing the issue?

A. The sample does not include changes to the connected object data within the last 24 hours.
B. Sync operation has not run properly with the new dimension column in the recipe.
C. Column profiling Is not applicable on a dimension column in a recipe.

Answer: A

Explanation:

Question: 88

Universal Containers intends to use a custom Salesforce big object in its org and visualize the data using CRM Analytics. As the number of rows to be synced is quite large, the CRM Analytics consultant is looking to set up an incremental sync with additional filters added as part of the data sync to improve performance.
What should the consultant keep in mind while implementing this?

A. Incremental data syne Is NOT supported for big objects.
B. Custom big objects are NOT supported by CRM Analytics.
C. Only SOSL queries can be used as data syne filters.

Answer: A

Explanation:

Question: 89

In a dataset, there are multiple boolean fields. When displayed on any dashboard, the boolean fields

should all be displayed in the same way: a value of true should result in the display of the word "Yes" in green; a value of false should result in the display of the word "No" in red.
How should the consultant accomplish this?

A. Create an XMD node in the recipe to change the label and color of the values in the fields.
B. In the explorer's field panel, select the boolean fields and use the "edit values" option on the fields to change values and colors.
C. Select the boolean fields in the explorer's field panel, select the boolean fields, then create a derived dimension.

Answer: B

Explanation:

Question: 90

A data architect wants to use a recipe transformation to implement row level security based on role hierarchy in Salesforce.
Which transformation should the architect use to level the dataset hierarchy?

A. Aggregate
B. Flatten
C. Join

Answer: B

Explanation:

Question: 91

Universal Containers builds a new sales dashboard and wants to make sure account managers can access the dashboard while traveling.
What should the consultant consider doing in this process?

A. A Set the optimal Dashboard width for the Phone layout to get a more accurate preview.
B. Make sure the dashboard automatically is optimized for mobile viewing.
C. Enable mobile optimization in the analytics settings under Setup.

Answer: A

Explanation:

Question: 92

Which recommended technique should a CRM Analytics consultant
use to access CRM Analytics data from a remote app or website?

A. Use HTTPS to call the /wave/query API, supplying an encoded SAQL query as a parameter.

B. Use an iFrame to embed the Salesforce page in a remote site.
C. Export the data to a CSV file and load it on the remote site.

Answer: A

Explanation:

Question: 93

A CRM Analytics consultant is reviewing results from an Einstein Discovery story with a business user. They agree with the findings but notice that none of the fields used in the story have a correlation value greater than 4%. The client is now concerned that the model may not be good enough to deploy.
Which action should the consultant take?

A. A Identify additional data that may have a stronger relationship with the outcome variable.
B. Edit the model accuracy settings and rerun it to evaluate the correlation.
C. Use the appropriate algorithm and update the model.

Answer: A

Explanation:

Question: 94

A CRM Analytics consultant is adding direct data into an existing recipe. When trying to click on the input node, data preview is taking a long time to show any results.
How should the consultant resolve this?

A. Update the Sample Size under Data Preview Sampling to 5,000 rows.
B. Register the Salesforce object and use Filtered Rows under Data Preview Sampling.
C. Use the Filtered Rows sampling mode under Data Preview Sampling to filter records.

Answer: C

Explanation:

Question: 95

Cloud Kicks (CK) wants to use CRM Analytics to analyze trends of its sales pipeline in order to accelerate the company's sales process. To do so, CK needs to know the average time an opportunity spends in each stage. The data can be found in the Opportunity History object, but the value is not pre-calculated in Salesforce, so a consultant recommends using a recipe to calculate it.

How should the consultant use a recipe to calculate the average time an opportunity spends in each stage?

A. An aggregate transformation with offset parameter to calculate the duration

B. Flatten transformation with offset expressions to calculate the duration
C. Custom transformation with a multiple row formula to calculate the duration

Answer: C

Explanation:

Question: 96

Universal Containers wants to create two dashboards and has two user groups. The 'Regional Performance' dashboard should be accessible to sales reps and managers/executives to keep track of how sales reps are performing in each region. Sales reps must only be able to see data pertaining to their respective region. The 'National Performance' dashboard is using the same data as the other dashboard but should only be accessible to managers/executives to compare data across all regions. In addition to row-level security to view only regional data, how should a consultant ensure that sales reps are unable to view the 'National Performance' dashboard?

A. Create one dataset, two apps; store 'Regional Performance' dashboard and dataset In one app; and provide access to both user groups to this app. Store 'National Performance' dashboard in another app and only provide access to managers/executives.
B. Create two datasets, one app; store both 'Regional Performance' dashboard, 'National Performance' dashboard, and dataset in the app; and provide access to both user groups to this app. C. Create one dataset, one app; store both 'Regional Performance' dashboard, 'National Performance' dashboard, and dataset in the app; and provide access to both user groups to this app. Use row-level security to restrict sales reps from seeing data in 'National Performance' dashboard.

Answer: A

Explanation:

Question: 97

Several users are complaining they are unable to see a specific dashboard on a Salesforce Lightning page anymore. The CRM Analytics consultant logs in as one of the users and sees an error page once the dashboard is opened. How should the consultant solve this issue?

A. Clone the dashboard and replace the existing one on the Lightning page with the new one
B. Check the Analytics Studio app to see if user's access has been removed.
C. Open the Lightning page, remove the dashboard component, reinsert it, and save the page.

Answer: B

Explanation:

Question: 98

CRM Analytics uses permissions of the Integration User to extract data from Salesforce objects and

fields when a dataflow/recipe job runs.
Why should a consultant be cautious while syncing objects and fields containing sensitive data?

A. The Integration User has Create and Modify All Data access.
B. The Integration User has Modify All Data access.
C. The Integration User has View All Data access.

Answer: C

Explanation:

Question: 99

The CRM Analytics project team at Universal Containers is creating an app with dashboards, datasets, and lenses. The app has been shared with multiple users with Viewer, Editor, and/or Manager access.
One end user is unable to view the dashboard watchlist that was previously set up. They are receiving a "Resource not found" error while trying to access the dashboard. The team confirms that the end user has Viewer access to the app but the project team is able to view the dashboard.
What is the reason for this error?

A. The dashboard is deleted by a user with Manager access to the App.
B. The dashboard has been hidden by a user with Manager access to the App.
C. The dashboard or App permission needs to be updated to Editor.

Answer: B

Explanation:

Question: 100

Universal Containers (UC) recently activated data sync in the CRM Analytics data manager. After running the sync, UC notices that the aggregate sum of a field within the company's dataset is different than what they manually calculated by summing the same data in the Salesforce object.
What is causing the issue with the newly synced data?

A. Differences involving flow-updated fields
B. Differences involving formula fields
C. Differences involving trigger-updated fields

Answer: B

Explanation:

Question: 101

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?

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

Explanation:

Question: 102

```
q = foreach q generate 'Date_Year' + "~~~" + 'Date Month' as
'Date_Year~~~Date_Month', 'Region', coalesce('sum_Sales', 'Forecasted Sales') as
'Sales';

q = order q by ('Date_Year~~~Date_Month' asc, 'type* asc);

q = limit q 2000;
```

Which timeseries statement will fix the query?

A. q= timeseries q generate 'sum_Sales' as 'Forecasted_Sales' with (dateCols= ('Date_Year', 'Date Quarter', "Y-Q"), partition='Region', seasonality=4);
B. q = timeserles q generate 'sum_Sales' as 'Forecasted_Sales' with (length=12, dateCols=("Date_Year', 'Date_Month', "Y-M"), partition='Region');
C. q = timeseries q generate 'sum_Sales' as 'Forecasted_Sales' with (dateCols= ('Date_Quarter', 'Date_Month', "Q-M"), partition='Region', ignoreLast=true);

Answer: B

Explanation:

Question: 103

consultant is tasked with creating an opportunity dataset for a new analytics app. One requirement is to make sure users only see the opportunities they have access to in Salesforce. Opportunity records are private but shared using the role hierarchy. The consultant runs
the sharing inheritance coverage assessment and finds that the VP of sales is not covered by the sharing inheritance. The consultant decides to proceed with using sharing inheritance for the dataset.
What else does the consultant need to do?

A. Set the organization-wide default for the Opportunity object to Public Read/Write.
B. Create a manual sharing rule to extend access to the VP of sales from the opportunity record.
C. Flatten the role hierarchy in the recipe and set a backup security predicate based on opportunity owner and role path.

Answer: C

Explanation:

Question: 104

Universal Containers (UC) creates a dataset, "Book11", containing a budget per region per month for the first 6 months of the year, as shown in the graphic below. Now, UC wants to create a lens showing the total budget for each region for each month. Every combination of region and month must be shown in the lens, even if there is no data.

#	Id	Region	Date	Budget
1	X00001	NORTH	01/01/2018	100
2	X00002	SOUTH	01/01/2018	100
3	X00003	-	01/02/2018	200
4	X00004	SOUTH	01/02/2018	100
5	X00005	SOUTH	01/03/2018	0
6	X00006	EAST	01/03/2018	300
7	X00007	NORTH	01/04/2018	0
8	X00008	-	01/04/2018	100
9	X00009	SOUTH	01/05/2018	500
10	X00010	EAST	01/05/2018	200

How should a CRM Analytics consultant help UC build this lens?

A. Use a "fill" statement in SAQL query with a "partition" parameter.
B. Use a “Compare Table" and add a column leveraging the “Running Total” function.
C. Use a "Compare Table" and use the "Show Totals" option.

Answer: B

Explanation:

Question: 105

Universal Containers' CRM Analytics team is building a dashboard with two widgets, and the queries use different datasets.

1. List widget associated to the query "Type_2" and grouped by the dimension "Type" (multiselection)
2. Donut chart widget associated to the query "Query_pie_3" and grouped by the dimension "Type"

The team wants any selection in the List widget to filter the Donut chart and vice vers

a. Users should be able to choose more than one Type (multi-selection).

What is the recommended way to accomplish the required filtering?

A. Use "Connect Data Sources" to create a mapping of the two fields from the two datasets.

B. Create a selection based Interaction and apply It to the query of "Query ple 3".
C. Set up a result and selection based interaction for each query.

Answer: C

Explanation:

Question: 106

Exhibit.

Given that the queries are using different datasets, which change should a CRM Analytics consultant make to solve this issue?

A. Use "Connect Data Sources" and create a connection to connect the two datasets. B. Use “Connect Data Sources" and create a connection to connect the two widgets. C. Use result binding/Interaction in the filters section of the query "Type 1”.

Answer: A

Explanation:

Question: 107

A consultant has been asked to build and embed a dashboard in a Lightning page. Users should only be able to change the dashboard contrast and open Analytics Studio from the header of the dashboard.
How should the consultant achieve this?

A. Deselect the "Show Share Icon" and “Enable Subscriptions” buttons.
B. Deselect the “Enable Notifications" and “Enable Subscriptions" buttons.
C. Deselect the “Enable Notifications” and “Enable Email” buttons.

Answer: B

Explanation:

Question: 108

Exhibit.

Account Type	Total Accounts This Year	Total Accounts Last Year	YoY Growth
Customer	5,296	4,238	24.96%
Prospect	1	0	-
Wholesaler	2	2	0%

Universal Containers has a dashboard for sales managers to visualize the Year Over Year (YoY) growth of their customers. The formula used is:
YoY = [(This Year — Last Year) / Last Year] %
Based on the graphic, when there is not an account in the Last Year column, the YoY Growth shows null results. The sales managers want to replace it with 100% value.
What is the correct function to use?

A. substr()
B. coalesce()
C. replace()

Answer: B

Explanation:

Question: 109

The CRM Analytics consultant at Universal Containers has set data syncs and recipe runs back to back. However, they notice that the data syncs and recipe run jobs fail repeatedly. Upon investigation, they realize the data syncs and recipes are tightly coupled which leads to too many runs being queued and eventually being canceled.
How should the consultant resolve this issue?

A. Raise a case with Salesforce Support to help Increase the concurrency limits of the org.
B. Set up failure notifications so that the CRM Analytics consultant gets notified when this happens and can fix the Issue.
C. Enable priority scheduling to automatically queue shorter or smaller runs before longer or larger ones.

Answer: C

Explanation:

Question: 110

The CRM Analytics consultant at Cloud Kicks is asked to a dashboard displaying Opportunities data on the account's record page. The dashboard should display only opportunity data related to the current account viewed.
How should the consultant accomplish this?

A. Create the dashboard, insert in the account's record page, and apply a filter based on the opportunity's Id field.
B. Create the dashboard, insert in the account's record page, and apply a filter based on the account's Id field.
C. Create a dashboard, clone it and filter It for each account record, and embed them into the account's record pages accordingly.

Answer: B

Explanation:

Question: 111

A CRM Analytics consultant is asked to make changes to the current sales dashboard at Cloud Kicks. The dashboard is crucial to track the daily sales performance of the company and needs to be available for other users while the consultant works on the changes.
How should the consultant proceed to update the dashboard?

A. Wait for a period of least usability or the dashboard to edit it.
B. Self assign as a dashboard publisher and make the changes to the dashboard in draft mode while maintaining a previous version live.
C. Clone the dashboard to a new one, apply the changes, share the new dashboard with the users, and delete the old one.

Answer: B

Explanation:

Question: 112

A CRM Analytics consultant has been asked to add a custom object to existing recipe. When trying to locate the object, the consultant can see only Direct Data and NOT the SFDC Local data sync.
How should the consultant resolve this?

A. Turn on data syne for the object, run the sync, and then add to recipe.
B. Clone the recipe, add the new object to the recipe, and run the recipe.
C. Create a new data sync connection, run the sync, and add to recipe.

Answer: A

Explanation:

Question: 113

Universal Containers has a single dataset that contains the attainment and commission fields for all sales reps. Each sales rep should be able view the attainment data for each rep in their division. Each rep should only be able to see their own commission dat a.
Which option should a CRM Analytics consultant use to enforce this requirement?
A. Utilize a single dataset and apply security predicates and/or sharing inheritance.
B. Create separate datasets for attainment and commission, and apply security Predicates and/or sharing inheritance.
C. Add the sales organization to the attainment dataset access list to be able to view commission data.

Answer: B

Explanation:

Question: 114

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?

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

Explanation:

Question: 115

Universal Containers is setting up a Sales Analytics app to track the sales performance across all regions. The

role hierarchy is well-structured with separate branches for various global regions. Viewer access has been provided to the regional sales reps based on the following roles.

* Regional Sales - APAC
* Regional Sales - EMEA
* Regional Sales - LATAM
* Regional Sales - NA

The CRM Analytics project team receives a request to extend Editor access to the app to 20 'Superusers' across all regions.

What is the optimal solution?

A. Create a new public group with these users and assign it the Editor app access.
B. Create new roles for these users and assign them the Editor app access.
C. Create a new sharing rule for these users and assign it the Editor app access.

Answer: A

Explanation: