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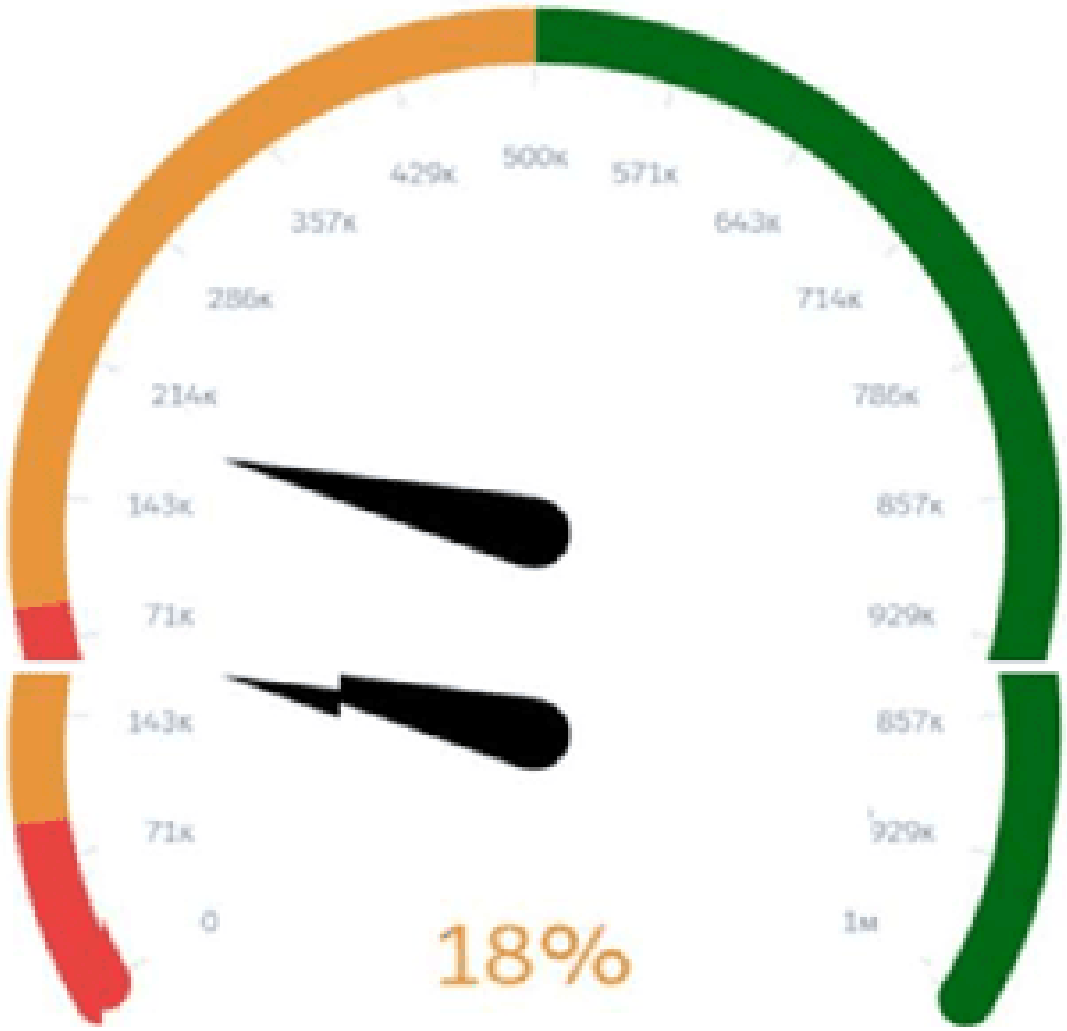
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Question: 1

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 arebelow 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 determineshow 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 APIlabels, 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 fildto 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".

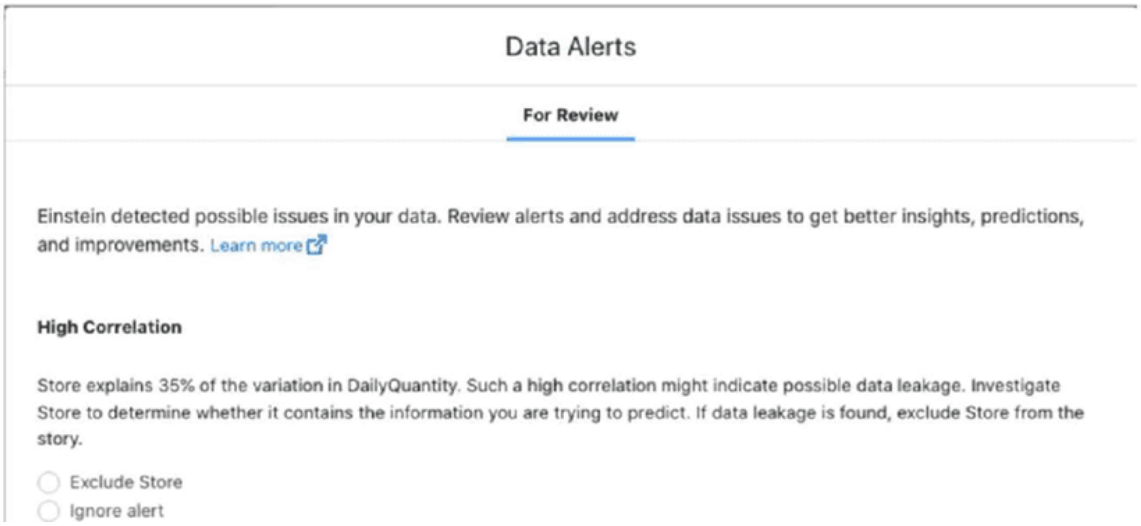
Answer: B

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. Verifyclient 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.

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