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Exam : **Tableau-CRM-Einstein-Discovery-Consultant**

Title : Salesforce Tableau CRM Einstein Discovery Consultant

Vendor : Salesforce

Version : DEMO

NO.1 Before using bindings, you can try using facets to specify interactions between widgets.

- A. False
- B. True

Answer: B

NO.2 A dataset for building the Einstein Discovery story contains 72 fields that are potentially relevant predictors.

Which approach is considered best practice to assess the top predictors in order to get to a meaningful and robust model?

- A. This dataset is too big and cannot be used in Einstein Discovery. Request a new dataset with fewer predictors.
- B. Build the story with all the predictors and indicate that Einstein Discovery should show the top predictors.
- C. Go back to the data preparation and reduce the number of fields to less than 30 in order to produce a story.
- D. Build a story with a first set of predictors and assess which predictors are important to the story. Then drop the less important ones and add the predictors that were omitted in the first run and assess their impact.

Answer: D

Explanation:

<https://medium.com/@kshannon565/ea-certification-study-guide-part-3-einstein-discovery-story-design-70ffbe4666c2>

NO.3 Exhibit:

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
11	X00011	WEST	01/06/2018	700
12	X00012	EAST	01/06/2018	200

A shipping company created a dataset. "BookII," containing budget per region per month for the first six months of 2018. The dataset is shown in the graphic. Now, they want 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.

How can an Einstein Consultant help this company build this lens?

- A. Use a SAQL query leveraging the "fill" statement with a "partition" parameter.

- B. Use a SAQL query to create fake rows for any data that is missing data from the dataset.
- C. Use a "Compare Table" and use the "Show summary" option.
- D. Use a "Compare Table" and add a column leveraging the "Running Total" function.

Answer: A

NO.4 Which three statements are true regarding sharing inheritance? Choose 3 answers

- A. If a user can see more than 3,000 records on the object in Salesforce, but the user does not have the "View All Data" permission, sharing inheritance is not used. The backup security predicate takes effect. This limitation does not apply to the Opportunity object.
- B. Sharing inheritance supports Account, Campaign, Case, Contact, Opportunity, Lead, Order, User, and custom objects. If you use other objects, such as Idea or Site, you must use security predicates for those objects.
- C. A dataset using sharing must also have a security predicate defined.
- D. Sharing inheritance supports a foreign key for enforcing security.
- E. When sharing inheritance is enabled, security predicates are ignored.

Answer: A,B,C

Explanation:

https://help.salesforce.com/articleView?id=bi_security_datasets_sharing_about.htm&type=5

NO.5 Which isn't an option for setting a security predicate for a dataset created from an external data file?

- A. In the metadata file associated with the external data file using the rowLevelSecurityFilter key
- B. In the Register transformation node of a dataflow that uses this dataset
- C. In the dataset Security Predicate
- D. On each row prior to upload

Answer: D

NO.6 Why is it important to select the right root object when you use the dataset builder?

- A. The root object determines who can see the dataset.
- B. Only data from the root object can be included in the dataset.
- C. The root object determines what related objects you can add to the dataset.
- D. The root object determines what app the dataset is saved in.

Answer: C

NO.7 The client asks an Einstein Consultant to build a dashboard with a chart that shows revenue and quantity of units sold. Which type of Combo Chart can the consultant use?

- A. Line over Scatter Plot
- B. Grid over Bar
- C. Line over Bar
- D. Line over Stacked Bar

Answer: C

NO.8 A consultant created an Einstein Analytics dashboard in a sandbox. Now, the dashboard needs

to be migrated into production.

To complete the migration, what are the consultant's three options? Choose 3 answers

- A. Ant Migration Tool
- B. Analytics External Data API
- C. Analytics REST API
- D. Change sets
- E. Analytics dashboard connector

Answer: A,C,D

Explanation:

https://help.salesforce.com/articleView?id=bi_explore_packaging_intro.htm&type=0

NO.9 What are two benefits of designing using the "Progressive Disclosure" principle? Choose 2 answers

- A. improved ease of use for end users
- B. Discounted EA licenses when growth is achieved
- C. Automatic conditional formatting
- D. Better dashboard performance

Answer: A,D

Explanation:

<https://developer.salesforce.com/blogs/developer-relations/2017/04/lightning-components-performance-best-practices.html>

NO.10 Trending data limits: Maximum number of trended datasets per user and rows per snapshot:

- A. 5 per user, 200,000 per snapshot
- B. 10 per user, 100,000 per snapshot
- C. 10 per user, 200,000 per snapshot
- D. 5 per user, 100,000 per snapshot

Answer: D

NO.11 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. An Einstein Consultant created a static step to display three values: ClosedDate_month, ClosedDate_quarter, and ClosedDate_year.

What should the consultant do next?

- A. Use nested binding to update the grouping in the chart.
- B. Use selection binding to update the measure in the chart.
- C. Use result binding to update the measure in the chart.
- D. Use selection binding to update the grouping in the chart.

Answer: D

NO.12 The Universal Containers company thinks it knows everything about its business. However, Einstein Discovery surfaces an unexpected pattern that is concerning. They call in departmental experts and hold a meeting to discuss next steps with an Einstein Consultant.

What should the consultant advise as the next action'

- A. Consult a Data Scientist for further analysis.
- B. Determine if the pattern is a data issue or a new insight.
- C. Filter out the data that causes the unexpected pattern and analyze the new results.
- D. Accept the new pattern and have confidence that Einstein knows the business as accurately as the customer.

Answer: D

NO.13 Number of queries per user per day

- A. 10,000
- B. 50,000
- C. 1,000
- D. 20,000

Answer: A

NO.14 Which of these standard deviations is for a curve that has values that are the most spread out away from the average?

- A. 8
- B. 1
- C. 4
- D. 16

Answer: D

NO.15 When you set up Analytics, which of the following features can you enable?

- A. Low-fuel notifications
- B. Sharing of apps with Communities
- C. Access to the API
- D. A and B
- E. B and C

Answer: E

Explanation:

Community member should have assigned:

- 'Analytics for Communities' permission set license - a permission set that includes the 'View Analytic on Communities pages' Its possible to access API.
- for a user: API Enabled permission
- for all: Analytics =>Settings=>Grant all users access to Wave API for all users

NO.16 An Einstein Consultant receives a request from the Marketing department to help them understand lead conversion. Presently, they are unaware of the percentage of leads that get converted to sales. They hope to view results by account manager, value, and quarter. The data is there, so the consultant can add it to the marketing dashboard.

How should this metric be calculated?

- A. Create a new step in the dashboard using a compare table and define a formula.
- B. Create a formula field on the lead object in Salesforce and add it to the dataset.

- C. Create a computeExpression in the dataflow.
- D. Create a new step in the dashboard using a compare table and the running total function.

Answer: C

NO.17 What is the order of filter, limit, order and offset functions in SAQL?

Answer:

Filter and order can be interchanged. Offset must be after filter/order and limit must come after offset.

NO.18 How do you analyze data from a CSV file using Einstein Discovery?

- A. Import the CSV file into Einstein Discovery.
- B. Import the CSV file into the most similar Salesforce object, then run reports on that object.
- C. You can't import data from a CSV file
- D. Import the CSV file into an Einstein Analytics dataset, then create a story.

Answer: D

NO.19 Universal Containers (UC) is a multinational company that utilizes Salesforce and has a variety of internal systems. UC uses Einstein Analytics for their data analysis platform and they want to automate their weekly manual process to create a dataset from their on-premise data warehouse. Which solution should a consultant recommend to meet this requirement?

- A. Utilize a Salesforce weekly export feature
- B. Utilize Analytics Connector.
- C. Utilize middleware with Analytics External Data API
- D. Utilize a dataflow

Answer: C

NO.20 A Einstein Analytics consultant is asked to help a company report on their sales activity. The company wants to train some users to create their own dashboards. They also want another team to only be able to use the dashboards.

What must be configured to address these requirements?

- A. Create two permission sets with different system permissions.
- B. Use a permission set license with two different levels of access.
- C. Grant "Manage" access permission to the apps.
- D. Create a permission set license assignment with two different levels of access-

Answer: A

NO.21 A data architect wants to use a dataflow transformation to implement row-level security that is based on role hierarchy in Salesforce. Which transformation should be used to level the dataset hierarchy?

- A. digest transformation
- B. flatten transformation
- C. delta transformation
- D. sfdcDigest transformation

Answer: B

NO.22 A consultant is asked to create a dashboard for sales to see the forecasted sales per product family. After gathering the requirements, the consultant decides to leverage the timeseries SAQL statement to predict sales.

Which two actions must be performed when writing the SAQL query?

Choose 2 answers

- A.** Determine if the timeseries required parameter, prediction interval, should be 80 or 95.
- B.** Investigate which prediction model is best for the data available.
- C.** Validate that there is enough data in the dataset to make a good prediction.
- D.** Include the fill SAQL statement to fill any missing dates.

Answer: C,D

NO.23 Which widget property allows a consultant to restrict the view to a domain bounded by the values entered'

- A.** Add Custom Domain
- B.** Filter by Range
- C.** Add Custom Range
- D.** Add Filter

Answer: A

NO.24 What does the Division is Naval section of the waterfall graph tell you?

- A.** How combinations of factors affect the CLV for Naval customers
- B.** How individual factors separately affect the outcome for Naval customers
- C.** What the relationship is between significant and insignificant factors as they impact CLV for Naval customers
- D.** How the chosen variable is related to all other factors in the model for Naval customers

Answer: A

Reference:

https://trailhead.salesforce.com/en/content/learn/modules/dm_einstein_discovery_advanced_stories/dm_understand_why_it_happened_insights