

Salesforce.Analytics-Con-201.v2026-10-23.q54

Exam Code:	Analytics-Con-201
Exam Name:	Salesforce Certified CRM Analytics and Einstein Discovery Consultant
Certification Provider:	Salesforce
Free Question Number:	54
Version:	v2026-10-23
# of views:	103
# of Questions views:	540
https://www.freecram.net/torrent/Salesforce.Analytics-Con-201.v2026-10-23.q54.html	

NEW QUESTION: 1

A system administrator and a CRM Analytics consultant are working together on deploying a recipe/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 consultant has been provided access to these custom fields on the target org.
- B. Check whether the system administrator has been provided access to these custom fields on the target org.
- C. Check whether the Analytics Integration user has been provided access to these custom fields on the target org.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 2

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: ([SHOW ANSWER](#))

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.

NEW QUESTION: 3

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 columnheader 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: ([SHOW ANSWER](#))

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."

NEW QUESTION: 4

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: ([SHOW ANSWER](#))

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.

NEW QUESTION: 5

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: ([SHOW ANSWER](#))

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.

NEW QUESTION: 6

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. 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.

C. 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".

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 7

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 formula fields

B. Differences involving flow-updated fields

C. Differences involving trigger-updated fields

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 8

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. Flatten

B. Aggregate

C. Join

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 9

Cloud Kicks (CK) has a dashboard in CRM Analytics with forecasting data. 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: ([SHOW ANSWER](#))

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.

NEW QUESTION: 10

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 sync 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 ([LEAVE A REPLY](#))

NEW QUESTION: 11

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 convertor has created a new dataset with a new ID.

B. The dataflow has to be turned off and only the recipe should run.

C. The recipe has to be turned off and only the dataflow should run.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 12

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: ([SHOW ANSWER](#))

NEW QUESTION: 13

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 14

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: (SHOW ANSWER)

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.

NEW QUESTION: 15

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: (SHOW ANSWER)

Reference: CRM Analytics Recipes: Join and Filter Transformations

NEW QUESTION: 16

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: (SHOW ANSWER)

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.

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NEW QUESTION: 17

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: (SHOW ANSWER)

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.

NEW QUESTION: 18

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 (LEAVE A REPLY)

NEW QUESTION: 19

A company realizes it has a lot of rich information around its cases, but unfortunately, most of this is unstructured/textual data. 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: ([SHOW ANSWER](#))

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.

NEW QUESTION: 20

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" (multi-selection)
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?

```
"filters": [ [ "Type", "{{column(Type_2.selection, [\"Type\"]).asObject()}}" ] ]
```

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

Answer: ([SHOW ANSWER](#))

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.

NEW QUESTION: 21

An CRM Analytics consultant creates a model to maximize the satisfaction of cases. They want to deploy the model 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. Use the Einstein Discovery flow action to make a prediction with the flow.
- B. Create a trigger on Case object and use REST APIs to append the predictions into the business process.

C. Write an Apex class with Einstein Discovery Predictions and append them to process.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 22

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. In the integration user's currency
- B. In the currency that is set on the "currency" attribute.
- C. the connected user's currency

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 23

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 24

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: ([SHOW ANSWER](#))

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.

NEW QUESTION: 25

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: (SHOW ANSWER)

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.

NEW QUESTION: 26

Universal Containers (UC) is rolling out CRM Analytics to its field sales that include dashboards with order 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 OwnerId 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 field to create an attribute called 'ParentRoleIds' on the dataset, and apply the following security predicate: 'ParentRoleIds' == "\$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' || 'OwnerId' == "\$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" || 'OwnerId' == "\$User.Id".

Answer: B (LEAVE A REPLY)

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' || 'OwnerId' == "\$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.

NEW QUESTION: 27

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 data.

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. Add the sales organization to the attainment dataset access list to be able to view commission data.
- C. Create separate datasets for attainment and commission, and apply security Predicates and/or sharing inheritance.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 28

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 ([LEAVE A REPLY](#))

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.

NEW QUESTION: 29

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: (SHOW ANSWER)

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.

NEW QUESTION: 30

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: (SHOW ANSWER)

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."

NEW QUESTION: 31

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 Conjunction with dataflows/recipes
- C. CRM Analytics Connector for Excel used in conjunction with dataflows/recipes

Answer: ([SHOW ANSWER](#))

Reference: CRM Analytics Connectors and Dataflows

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NEW QUESTION: 32

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: ([SHOW ANSWER](#))

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.

NEW QUESTION: 33

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 "Enable Notifications" and "Enable Subscriptions" buttons.
- B.** Deselect the "Show Share Icon" and "Enable Subscriptions" buttons.
- C.** Deselect the "Enable Notifications" and "Enable Email" buttons.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 34

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: ([SHOW ANSWER](#))

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.

NEW QUESTION: 35

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: ([SHOW ANSWER](#))

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

NEW QUESTION: 36

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 more than one layout is eligible, the one with the most widgets is used.
- B. If more than one layout is eligible, the one with the most device properties set is used.
- C. If more than one layout is eligible, the one with the most global filters is used.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 37

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: ([SHOW ANSWER](#))

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.

NEW QUESTION: 38

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:

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: ([SHOW ANSWER](#))

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.

NEW QUESTION: 39

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.** Dataflows/recipes with computeExpression nodes fail until sync 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: ([SHOW ANSWER](#))

NEW QUESTION: 40

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** ([LEAVE A REPLY](#))

NEW QUESTION: 41

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: ([SHOW ANSWER](#))

NEW QUESTION: 42

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: ([SHOW ANSWER](#))

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.

NEW QUESTION: 43

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: ([SHOW ANSWER](#))

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.

NEW QUESTION: 44

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. Priority - Logic - Level of Granularity

B. Clarity - Efficiency - Consistency

C. Purpose - Structure - Surface

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 45

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 46

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: ([SHOW ANSWER](#))

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.

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NEW QUESTION: 47

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: ([SHOW ANSWER](#))

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.

NEW QUESTION: 48

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 model to all accounts and use an Apex trigger to segment the prediction.

Answer: ([SHOW ANSWER](#))

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.

NEW QUESTION: 49

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: ([SHOW ANSWER](#))

Reference: Managing Data Access and Sharing in CRM Analytics

NEW QUESTION: 50

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: ([SHOW ANSWER](#))

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.

NEW QUESTION: 51

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 52

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: ([SHOW ANSWER](#))

NEW QUESTION: 53

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: ([SHOW ANSWER](#))

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.

NEW QUESTION: 54

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: (SHOW ANSWER)

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.

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