Latest Mar-2025 CRM-Analytics-and-Einstein-Discovery-Consultant Dumps PDF And Certification Training [Q17-Q38

Latest Mar-2025 CRM-Analytics-and-Einstein-Discovery-Consultant Dumps PDF And Certification Training Check your preparation for Salesforce CRM-Analytics-and-Einstein-Discovery-Consultant On-Demand Exam

Salesforce CRM-Analytics-and-Einstein-Discovery-Consultant Exam Syllabus Topics:

TopicDetailsTopic 1- Analytics Dashboard Implementation: Here, consultants embark on a creative exploration of dashboard configuration, optimization of query performance using Dashboard Inspector, and using advanced functionality such as windowing.Topic 2- Analytics Dashboard Design: Building upon the design foundation, this section challenges candidates to bring their dashboard designs to life. It covers the technical expertise required to scope, validate, and prioritize dashboard design requirements.Topic 3- Admin- Configuration: This topic takes Salesforce consultants on a journey through the enablement of CRM Analytics. It tests their ability to design a solution that is suitable for data sync- dataflows- recipes limits.

Topic 4- Data Layer: In this comprehensive section, Salesforce consultants delve into the heart of data extraction and loading. It's all about showcasing a deep understanding of implementing refreshes for data syncs, performing data transformations, and implementing delivery management strategies in dataflows.

NO.17 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?
* Use the array_join multivalue runcuen co convert this field to a text prior to registering the dataset.
* Use the array multivalue function to convert this field to a text prior to registering the dataset.
* Use the string multivalue function to convert this field to a text prior to registering the dataset.

NO.18 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?
* Differences involving flow-updated fields
* Differences involving formula fields
* Differences involving trigger-updated fields

NO.19 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?
* Assign an active user the app’s manager role before the previous manager is deactivated.
* Deactivate the user and assign an active one to the app’s manager role.
* Wait for the CRM Analytics app to auto-assign an active user as its manager.
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.

NO.20 After the initial creation of a story, the first story insight explains 93% of the variation of the outcome variable. This is unusual high?

What is the most likely multiple for this?
* The dataset contains multiple dominant values.
* The dataset contains too many rows.
* The dataset used in the story suffers from too many outlier values.
* The outcome variable is causing data leakage.

NO.21 A dashboard dataset is growing and the Einstein Analytics consultant notices an impact on performance. The consultant needs to make a few adjustments.

Which three actions can the consultant take to improve dashboard performance? Choose 3 answers

* Distribute steps among separate pages.
* Replace separate step filters with a global filter.
* Use SAQL code to join datasets at runtime.
* Reorganize the dashboard widgets.
* Move calculations to a dataflow.

NO.22 What are the two types of bindings? Choose 2:
* Results binding
* Data bindings
* Description bindings
* Selections bindings

NO.23 A story created has an AUC of .62.

What two things could be done to possible improve this AUC score?

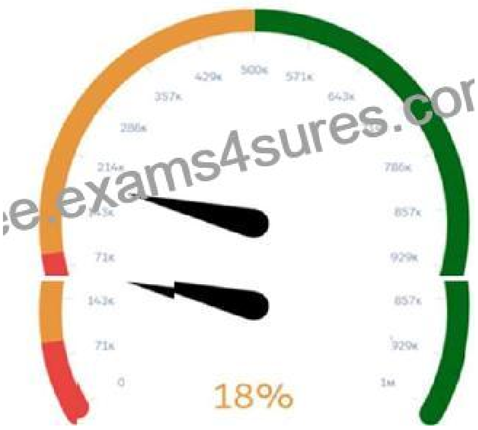
Choose 2 answers
* Segment the training set.
* Change the order of the story insights to descending.
* Run detect sentiment on the dataflow before creating the story.
* Add more rows of relevant data.

NO.24 An insurance company has many Einstein Analytics dashboards that show the influence of weather, such as atmospheric temperature, on customer cases. A service agent commented that it is sometimes difficult to determine, by looking at a dashboard, whether the temperature data is reported in degrees Fahrenheit or in degrees Celsius.

How can a dashboard designer ensure the temperature data is easier to interpret on the dashboards?
* Add a text widget to the dashboard to indicate Fahrenheit or Celsius.
* Use the XMD node in the dataflow to customize the number format of the field.
* Customize the number format in the number widget properties of the dashboard.
* In Explorer, go to the Fields menu and then customize the number format of the measure.

NO.25 Before using bindings, you can try using facets to specify interactions between widgets.
* False
* True

NO.26 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?
* Range Values, Angle, Conditional Formatting
* Reference Line, Angle, Range Values
* Reference Line, Markers, Conditional Formatting
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.

NO.27 The Universal Containers company used Einstein Analytics to create two datasets:

Dataset A: contains a list of activities with an “activitylD” dimension and a “userlD” dimension Dataset B: contains a list of users with a “userlD” dimension The team wants to delete from Dataset A all activities related to users in Dataset B.

How can an Einstein Consultant help them achieve this?
* Use the dataflow transformation “delete” and set “userlD” as the deletion ID.
* Use a combination of dataflow transformations: “augment” and “filter.”
* Use an external ETL tool to extract both datasets and delete records.
D, Use the recipe operation “delete” and set “userlD” as the deletion ID.

NO.28 Which of the following are requirements for enabling Analytics for Communities?

* Wait at least 3 days after purchase.
* Have a Customer Community Plus or Partner Community license.
* Be nominated by your community peers.
* Assign your community members the Analytics for Communities permission set license.
* B and D

Community member should have assigned:

– ‘Analytics for Communities’ permission set license – a permission set that includes the ‘View Analytics on Communities pages’ Only users with a Customer Community Plus or Partner Community license can use this feature. This feature is supported in communities but not in portals.

NO.29 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.

In which two ways can this be accomplished? Choose 2 answers

* Download the XMD for the dataset and change the values and color for the fields and then upload to the dataset.
* In the explorer, select the boolean fields and use the “edit values” option on the fields to change values and colors.
* Create an XMD node in the dataflow to change the label and color of the values in the fields.
* In the explorer, select the boolean fields, then create a derived dimension that references the boolean fields, and then modify the values and colors of the derived dimension.

NO.30 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?

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

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.

NO.31 The Einstein Analytics Plus Platform license is enabled for a Salesforce org and assigned to each user. However, these users cannot see the Einstein Analytics Studio in the App Launcher.

How can this issue be addressed?

* Share the app with the users in Einstein Analytics.
* Create user accounts for the users in Einstein Analytics.
* Assign the users to the permission set containing Use Analytics.
* Assign the users to the permission set containing Manage Analytics.

NO.32 A company’s Salesforce org has multi-currency enabled. This company’s business intelligence team used Einstein Analytics to build a dataflow that creates a dataset, “OpportunityDataSet”. This dataset is populated with data extracted from the standard object, Opportunity. One of the extracted fields is the standard field, Amount.

If a user explores the “OpportunityDataSet” in Einstein Analytics, in which currency will the Amount values be shown?
* In the connected user’s currency
* In the integration user’s currency
* In the currency that is set on the “currency” attribute in the dataset
* In the currency that is set on the “currency” attribute in the dataflow
https://salesforce-trailblazer.com/einstein-analytics-multi-currency/

NO.33 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?
* Aggregate
* Flatten
* Join

NO.34 Upper and lower limits on columns (vars) in discovery:
* 20 column minimum, 50 maximum
* 10 column minimum, 200 maximum
* 2 column minimum, 50 maximum
* 2 column minimum, 25 maximum

NO.35 The Event Monitoring Analytics app brings prebuilt insights and analytics to what type of existing data in your org?
* Field audit trail data
* Forensics data
* Sales Cloud data Login
* Event log file data

NO.36 What is a keyword in SAQL? And what case must it be in?
A keyword is basically just a function in SAQL, like group, foreach, etc. And it has to be lowercase.

NO.37 You can configure access to data at all of the following levels, except:
* Organization
* Records
* Page Layouts
* Objects

NO.38 Insights in a story show you how different variables and combinations of variables explain the variation of what kind of variable?
* Explanatory variable
* Outcome variable
* Global variable
* Local variable
* Tertiary variable
When you configure the story, you tell Einstein Discovery to maximize/minimize the variable. The variable is ‘outcome variable’ in your story

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