



# DATA-ARCHITECT<sup>Q&As</sup>

Salesforce Certified Data Architect

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**QUESTION 1**

NTO has outgrown its current salesforce org and will be migrating to new org shortly. As part of this process NTO will be migrating all of its metadata and data. NTO's data model in the source org has a complex relationship hierarchy with several master detail and lookup relationships across objects, which should be maintained in target org.

What 3 things should a data architect do to maintain the relationship hierarchy during migration?

Choose 3 answers:

- A. Use data loader to export the data from source org and then import or Upsert into the target org in sequential order.
- B. Create an external id field for each object in the target org and map source record ID's to this field.
- C. Redefine the master detail relationship fields to lookup relationship fields in the target org.
- D. Replace source record ID's with new record ID's from the target org in the import file.
- E. Keep the relationship fields populated with the source record ID's in the import file.

Correct Answer: ABD

Explanation: The correct answer is A, B, and D. To maintain the relationship hierarchy during migration, a data architect should use data loader to export the data from source org and then import or upsert into the target org in sequential order, create an external ID field for each object in the target org and map source record IDs to this field, and replace source record IDs with new record IDs from the target org in the import file. These steps will ensure that the records are linked correctly and the relationships are preserved. Option C is incorrect because redefining the master detail relationship fields to lookup relationship fields in the target org will change the behavior and security of the data model. Option E is incorrect because keeping the relationship fields populated with the source record IDs in the import file will cause errors and prevent the records from being imported.

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**QUESTION 2**

Universal Containers has a legacy system that captures Conferences and Venues. These Conferences can occur at any Venue. They create hundreds of thousands of Conferences per year. Historically, they have only used 20 Venues. Which two things should the data architect consider when denormalizing this data model into a single Conference object with a Venue picklist? Choose 2 answers

- A. Limitations on master -detail relationships.
- B. Org data storage limitations.
- C. Bulk API limitations on picklist fields.
- D. Standard list view in -line editing.

Correct Answer: CD

Explanation: When denormalizing a data model into a single object with a picklist field, the data architect should consider the Bulk API limitations on picklist fields and the standard list view in-line editing. The Bulk API has a limit of 1,000 distinct picklist values per file<sup>1</sup>, which could be an issue if there are more than 1,000 venues in the future. The standard list view in-line editing allows users to edit multiple records at once, which could introduce data quality issues if the venue picklist is not validated or restricted<sup>2</sup>. The other options are not relevant to denormalizing a data model.

**QUESTION 3**

Ursa Major Solar has defined a new Data Quality Plan for their Salesforce data.

Which two approaches should an Architect recommend to enforce the plan throughout the organization? (Choose two.)

- A. Ensure all data is stored in an external system and set up an integration to Salesforce for view-only access.
- B. Schedule reports that will automatically catch duplicates and merge or delete the records every week.
- C. Enforce critical business processes by using Workflow, Validation Rules, and Apex code.
- D. Schedule a weekly dashboard displaying records that are missing information to be sent to managers for review.

Correct Answer: CD

Explanation: Enforcing critical business processes by using Workflow, Validation Rules, and Apex code can help ensure data quality and consistency by applying rules and logic to the data entry and update<sup>3</sup>. Scheduling a weekly dashboard displaying records that are missing information to be sent to managers for review can help identify and fix data quality issues by providing visibility and accountability<sup>4</sup>.

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**QUESTION 4**

A large retail B2C customer wants to build a 360 view of its customer for its call center agents. The customer interaction is currently maintained in the following system:

1. Salesforce CRM

3.

Customer Master Data management (MDM)

4.

Contract Management system

5.

Marketing solution

What should a data architect recommend that would help upgrade uniquely identify customer across multiple systems:

- A. Store the salesforce id in all the solutions to identify the customer.
- B. Create a custom object that will serve as a cross reference for the customer id.
- C. Create a customer data base and use this id in all systems.
- D. Create a custom field as external id to maintain the customer Id from the MDM solution.

Correct Answer: D

Explanation: To help uniquely identify customer across multiple systems, a data architect should recommend creating a



custom field as external ID to maintain the customer ID from the MDM solution. An external ID is a custom field that has the "External ID" attribute enabled, which means that it contains unique record identifiers from a system outside of Salesforce. By using the customer ID from the MDM solution as an external ID in Salesforce CRM, Contract Management system, and Marketing solution, the data architect can ensure that each customer can be easily identified and integrated across these systems. Option A is incorrect because storing the Salesforce ID in all the solutions to identify the customer will not work if the customer records are created or updated in other systems besides Salesforce CRM. Option B is incorrect because creating a custom object that will serve as a cross reference for the customer ID will require additional configuration effort and may not be consistent with the actual customer records in each system. Option C is incorrect because creating a customer database and using this ID in all systems will require additional infrastructure cost and maintenance effort.

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## QUESTION 5

NTO has a loyalty program to reward repeat customers. The following conditions exists:

1. Reward levels are earned based on the amount spent during the previous 12 months.
2. The program will track every item a customer has bought and grant them points for discount.
3. The program generates 100 million records each month.

NTO customer support would like to see a summary of a customer's recent transaction and reward level(s) they have attained.

Which solution should the data architect use to provide the information within the salesforce for the customer support agents?

- A. Create a custom object in salesforce to capture and store all reward program. Populate nightly from the point-of-scale system, and present on the customer record.
- B. Capture the reward program data in an external data store and present the 12 months trailing summary in salesforce using salesforce connect and then external object.
- C. Provide a button so that the agent can quickly open the point of sales system displaying the customer history.
- D. Create a custom big object to capture the reward program data and display it on the contact record and update nightly from the point-of-scale system.

Correct Answer: D

Explanation: According to the Get Started with Big Objects unit on Trailhead, one of the use cases for custom big objects is to store and manage loyalty program data for customers. The unit states that "From loyalty programs to transactions, order, and billing information, use a custom big object to keep track of every detail." Therefore, a custom big object can be used to capture the reward program data and display it on the contact record. Additionally, according to the Big Objects Implementation Guide, big objects can handle massive amounts of data (up to billions of records) and can be updated nightly from external systems using Bulk API or batch Apex. Therefore, a custom big object can meet the requirements of NTO's loyalty program scenario.

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