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QUESTION 1

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.

Correct Answer: D

<https://medium.com/@kshannon565/ea-certification-study-guide-part-3-einstein-discovery-story-design70ffbe4666c2>

QUESTION 2

As part of their analysis, Yasmine, Tonya, and Hadiqa need to create and save lenses to their project app. What is the minimum app role they need to do this?

- A. Manager
- B. Viewer
- C. Editor
- D. Designer

Correct Answer: C

Save changes to existing dashboards, lenses, and datasets in the app (saving dashboards requires the appropriate permission set license and permission) available in Editor and Manager*##*##*

QUESTION 3

A consultant is working with a credit card company that needs help with ongoing fraudulent transactions. The company provides a representative sample dataset for the consultant to analyze in Einstein Discovery. The story's initial assessment shows that a third-party payment app is the source of these fraudulent transactions. However, the company rejects this assessment outcome, stating they have not had a partnership with this payment app long enough for it to be a concern.

What is the recommended next step to improve the story outcome?

- A. Make adjustments to the story to better demonstrate that the third-party payment app is the culprit.
- B. Use the credit card company's domain knowledge and exclude the third-party payment app from the story.



C. Explain to the company that the story has returned unbiased results and the initial assessment is accurate.

D. Ask the credit card company for a more comprehensive dataset to analyze.

Correct Answer: C

QUESTION 4

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

Correct Answer: D

QUESTION 5

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.



Correct Answer: D

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