



# SALESFORCE-DATA-CLOUD<sup>Q&As</sup>

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**QUESTION 1**

Which data model subject area defines the revenue or quantity for an opportunity by product family?

- A. Engagement
- B. Product
- C. Party
- D. Sales Order

Correct Answer: D

The sales order subject area defines the revenue or quantity for an opportunity by product family. It also includes information about the opportunity stage, close date, and owner.

References:

[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_sales\\_order.htm&type=](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_sales_order.htm&type=)

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**QUESTION 2**

Which three Data Model objects do Reconciliation Rules operate across?

- A. Individual
- B. Party Identification
- C. Contact Point Email
- D. Contact
- E. Lead

Correct Answer: ABC

These are the three Data Model objects that Reconciliation Rules operate across. Reconciliation rules tell Data Cloud how to prioritize values for unified individual profiles when there is conflicting information in the data model. For example, if two profiles have different email addresses, reconciliation rules can determine which one to use for the unified profile. Reconciliation rules can operate on the Individual object, which represents a person or entity, the Party Identification object, which represents an identifier such as a social media handle or a loyalty card number, and the Contact Point Email object, which represents an email address. References: Identity Resolution Reconciliation Rules

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**QUESTION 3**

How does Data Cloud handle an individual's right to be forgotten?

- A. Deletes the specified Individual and records from any DMO/DLO related to the Individual.
- B. Deletes the specified Individual and records from any DSO mapped to the Individual DMO.



- C. Deletes the records from all DSOs and any downstream DMOs are updated at the next scheduled ingestion.
- D. Deletes the specified Individual record and its Unified Individual Link record.

Correct Answer: B

This is how Data Cloud handles an individual's right to be forgotten. It deletes the individual record from the Individual data model object (DMO) and any related records from the data stream objects (DSOs) that are mapped to it.

References:

[https://help.salesforce.com/s/articleView?id=sf.c360\\_a\\_data\\_cloud\\_delete\\_individual.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.c360_a_data_cloud_delete_individual.htm&type=5)

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#### QUESTION 4

What is the result of a segmentation criteria filtering on City | Is Equal To | `San Jose`?

- A. Cities containing `San Jose`, `San Jose`, `san jose`, or `san jose`
- B. Cities only containing `San Jose` or `San Jose`
- C. Cities only containing `San Jose` or `san jose`
- D. Cities only containing `San Jose` or `san jose`

Correct Answer: C

According to the Data Cloud documentation, the Is Equal To operator is case-insensitive, meaning it matches values regardless of capitalization. Therefore, the segmentation criteria filtering on City | Is Equal To | `San Jose` will include cities that contain either `San Jose` or `san jose`.

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#### QUESTION 5

Which of the following functions returns the first value from a list that isn't empty?

- A. CONCAT
- B. COALESCE
- C. REPLACE
- D. FIND

Correct Answer: B

COALESCE is the function that returns the first value from a list that isn't empty. It takes a list of values as arguments and returns the first non-empty value. For example, COALESCE(NULL, '', `Hello`, `World`) returns `Hello`. If all values are empty, it returns NULL. References: COALESCE