

CRM Analytics and Einstein Discovery Certification | Sample PDF Practice Exam Questions

Questions

Question Category: Security

1.) Universal Containers is setting up a Sales Analytics app to track the sales performance across all regions. The role hierarchy is well-structured with separate branches for various global regions. Viewer access has been provided to the regional sales reps based on the following roles.

- * Regional Sales - APAC
- * Regional Sales - EMEA
- * Regional Sales - LATAM
- * Regional Sales - NA

The CRM Analytics project team receives a request to extend Editor access to the app to 20 'Superusers' across all regions.

What is the optimal solution?

Answer Choices:

- A. Create a new public group with these users and assign it the Editor app access.
- B. Create new roles for these users and assign them the Editor app access.
- C. Create a new sharing rule for these users and assign it the Editor app access.

Question Category: Data Layer

2.) A CRM Analytics consultant at Cloud Kicks is trying to upload data using an External Data API and the CSV file with the data was uploaded successfully. Upon analyzing the data using a lens, they find they are unable to perform any mathematical operations as all the data and fields are treated as dimensions.

What is causing the problem?

Answer Choices:

- A. JSON metadata file was not uploaded along with the CSV data file.
- B. The field value added in the CSV file was contained within double quotes.
- C. Proper transformations need to be performed at the external source prior to External Data API callout.

Question Category: Analytics Dashboard Implementation

3.) 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?

Answer Choices:

- 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.

Question Category: Admin/Configuration

4.) 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?

Answer Choices:

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

Question Category: Einstein Discovery

5.) A CRM Analytics consultant is reviewing results from an Einstein Discovery story with a business user. They agree with the findings but notice that none of the fields used in the story have a correlation value greater than 4%. The client is now concerned that the model may not be good enough to deploy.

Which action should the consultant take?

Answer Choices:

- A. Identify additional data that may have a stronger relationship with the outcome variable.
- B. Edit the model accuracy settings and rerun it to evaluate the correlation.
- C. Use the appropriate algorithm and update the model.

Question Category: Analytics Dashboard Design

6.) Universal Containers builds a new sales dashboard and wants to make sure account managers can access the dashboard while traveling.

What should the consultant consider doing in this process?

Answer Choices:

- A. Set the optimal Dashboard width for the Phone layout to get a more accurate preview.
 - B. Make sure the dashboard automatically is optimized for mobile viewing.
 - C. Enable mobile optimization in the analytics settings under Setup.
-