

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

Salesforce Certified Data Architect

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**QUESTION 1**

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

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**QUESTION 2**

Universal Containers (UC) is implementing a formal, cross -business -unit data governance program As part of the program, UC will implement a team to make decisions on enterprise -wide data governance. Which two roles are appropriate as members of this team? Choose 2 answers

- A. Analytics/BI Owners
- B. Data Domain Stewards
- C. Salesforce Administrators
- D. Operational Data Users

Correct Answer: AB

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**QUESTION 3**

Cloud Kicks stores Invoice records in a custom object. Invoice records are being sent to the Accounting department with missing States and incorrectly formatted Postal Codes.

Which two actions should Cloud Kicks take to improve data quality? (Choose two.)

- A. Change each address field to required on the Page Layout.
- B. Write an Apex Trigger to require all fields to be populated.
- C. Utilize a Validation Rule with a REGEX operator on Postal Code.
- D. Utilize a Validation Rule with a CONTAINS operator on address fields.

Correct Answer: CD

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**QUESTION 4**

Universal Containers (UC) uses the following Salesforce products:

1.

Sales Cloud for customer management.

2.

Marketing Cloud for marketing.

3.

Einstein Analytics for business reporting.

UC occasionally gets a list of prospects from third-party source as comma-separated values (CSV) files for marketing purposes. Historically, UC would load contact Lead object in Salesforce and sync to Marketing Cloud to send marketing communications. The number of records in the Lead object has grown over time and has been consuming large amounts of storage in Sales Cloud, UC is looking for recommendations to reduce the storage and advice on how to optimize the marketing Cloud to send marketing communications. The number of records in the Lead object has grown over time and has been consuming large amounts of storage in Sales Cloud, UC is looking for recommendations to reduce the storage and advice on how to optimize the marketing process.

What should a data architect recommend to UC in order to immediately avoid storage issues in the future?

- A. Load the CSV files in Einstein Analytics and sync with Marketing Cloud prior to sending marketing communications ;
- B. Load the CSV files in an external database and sync with Marketing Cloud prior to sending marketing communications.
- C. Load the contacts directly to Marketing Cloud and have a reconciliation process to track prospects that are converted to customers.
- D. Continue to use the existing process to use Lead object to sync with Marketing Cloud and delete Lead records from Sales after the sync is complete.

Correct Answer: A

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**QUESTION 5**

A data architect has been tasked with optimizing a data stewardship engagement for a Salesforce instance Which three areas of Salesforce should the architect review before proposing any design recommendation? Choose 3 answers

- A. Review the metadata xml files for redundant fields to consolidate.
- B. Determine if any integration points create records in Salesforce.
- C. Run key reports to determine what fields should be required.
- D. Export the setup audit trail to review what fields are being used.
- E. Review the sharing model to determine impact on duplicate records.

Correct Answer: ACE

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