

Salesforce Associate

1. After loading data to Einstein Discovery and creating a story, the client asks the Einstein Consultant to explain the "Unexplained Bar" in the "Why it Happened" chart.

Which explanation is correct?

A. It should always be 0 or the model should not be used.

B. It shows the difference between the predicted outcome and the observed outcome.

C. It displays the difference between the analyzed data and the data not reviewed.

D. It only appears for outcomes that do not have an explanation.

Answer(s): B

2. Which set of statements generates monthly amount on a cumulative basis annually? A)

```
result = load "opportunity1";
result = group result by ('CloseDate_Year','CloseDate_Month');
result = foreach result generate 'CloseDate_Year','CloseDate_Month', sum(sum(Amount)) over ([..0] partition by all order by ('CloseDate_Year','CloseDate_Month')) as 'Cumulative Closed Amount';
```

B)

```
result = load "opportunity1";
result = group result by ('CloseDate_Year~~~CloseDate_Month');
result = foreach result generate 'CloseDate_Year','CloseDate_Month', sum(sum(Amount)) over ([..0] partition by 'CloseDate_Year' order by ('CloseDate_Year','CloseDate_Month')) as 'Cumulative Closed Amount';
```

C)

```
result = load "opportunity1";
result = group result by ('CloseDate_Year','CloseDate_Month');
result = foreach result generate 'CloseDate_Year','CloseDate_Month', sum(sum(Amount)) over ([..] partition by 'CloseDate_Year' order by ('CloseDate_Year','CloseDate_Month')) as 'Cumulative Closed Amount';
```

D)

```
result = load "opportunity1";
result = group result by ('CloseDate_Year','CloseDate_Month');
result = foreach result generate 'CloseDate_Year','CloseDate_Month', sum(sum(Amount)) over ([..0] partition by 'CloseDate_Year' order by ('CloseDate_Year','CloseDate_Month')) as 'Cumulative Closed Amount';
```

A. Option A

B. Option B

C. Option C

D. Option D

Answer(s): D

3. A consultant is asked to configure a user to view a dashboard, within a designated app, without the ability to create and save lenses. After adding the user to the app, which action should the consultant take to implement this requirement?

A. Assign the Editor role to the user.

B. Assign the Viewer role to the user.

C. Ensure the user has the Use Analytics permission.

D. Assign the Manager role to the user.

Answer(s): C

4. What is an appropriate response when a client is disappointed that Einstein Discovery only detected patterns that were already known?

A. Remind them that the technology is only as good as the data.

B. Advise them that the use case may not be accurate.

C. Highlight that Einstein reduces time to insight, which is much faster than learning from experience.

D. Recommend using a visualization tool, like Einstein Analytics, to uncover the details.

Answer(s): A

5. A client has two datasets that are used across seven different dashboards. Three of these dashboards are used by marketing and four are used by sales. The client requires that only marketing can access the marketing dashboards and only sales can access the sales dashboards.

What solution should be recommended?

A. Create two custom apps: one for marketing dashboards with marketing as "viewer" and one for sales dashboards with sales as "viewer." Add the datasets as references to both custom apps.

B. Create three custom apps: one for marketing dashboards with marketing as "viewer," one for sales dashboards with sales as "viewer," and one for datasets where marketing and sales are "viewer."

C. Create one custom app for the datasets and share it with marketing and sales as "viewer."

D. Duplicate the datasets and create two custom apps: one for marketing dashboards and datasets with marketing as "editor" and one for sales dashboards and datasets with sales as "editor."

Answer(s): B

6. A consultant built an Einstein Analytics app for the Sales Operations team. The Sales Operations team wants to share their app with other people at the company. The consultant recommends distributing the app as an Einstein Analytics template app.

What can the consultant do to give the Sales team more choices and options with future apps that are generated from the Sales Operations app?

A. Update contents in the Sales Operations app and changes will be pushed down to its generated apps.

B. Ensure the Sales team has the necessary permissions to customize their apps.

C. Create a configuration wizard for the app.

D. Update contents in the Sales Operations app and create new template versions of the app.

Answer(s): C

7. A customer displays a lot of data and wants a way to dynamically emphasize certain values on a bar chart in order to properly grab the user's attention.

What can an Einstein Consultant use to accomplish this task?

A. Customize tooltip

B. Chart Markers

C. XMD

D. Compare Table

Answer(s): B

8. Which dataflow transformation does data sync (replication) reference, in an existing dataflow, to determine which Salesforce objects and fields are currently being extracted?

A. edgemart

B. sfdcRegister

C. export

D. sfdcDigest

Answer(s): D

9. Which widget property allows a consultant to restrict the view to a domain bounded by the values entered?

A. Add Custom Domain

B. Filter by Range

C. Add Custom Range

D. Add Filter

Answer(s): A

10. The Universal Containers company thinks it knows everything about its business. However, Einstein Discovery surfaces an unexpected pattern that is concerning. They call in departmental experts and hold a meeting to discuss next steps with an Einstein Consultant.

What should the consultant advise as the next action?

A. Consult a Data Scientist for further analysis.

B. Determine if the pattern is a data issue or a new insight.

C. Filter out the data that causes the unexpected pattern and analyze the new results.

D. Accept the new pattern and have confidence that Einstein knows the business as accurately as the customer.

Answer(s): D

11. An Einstein Analytics team wants to create a dashboard that displays values from an external, on-premise Oracle database.

What are two options to load the data from the Oracle database into Einstein Analytics? Choose 2 answers

A. Use the Salesforce SOAP interface.

B. Use the Analytics External Data API.

C. Use Oracle database connector.

D. Load the data as a CSV file.

Answer(s): B C

12. An Einstein Consultant needs to add some data values to an existing dataflow: a text field, a number (via a case statement), and a date (via SAQL).

In order to achieve this, which compute option should be used?

A. computeExpression

B. computeData

C. computeValue

D. computeField

Answer(s): A

13. An Einstein Consultant receives a request from the Marketing department to help them understand lead conversion. Presently, they are unaware of the percentage of leads that get converted to sales. They hope to view results by account manager, value, and quarter. The data is there, so the consultant can add it to the marketing dashboard.

How should this metric be calculated?

A. Create a new step in the dashboard using a compare table and define a formula.

B. Create a formula field on the lead object in Salesforce and add it to the dataset.

C. Create a computeExpression in the dataflow.

D. Create a new step in the dashboard using a compare table and the running total function.

Answer(s): D

14. The Universal Containers Einstein Analytics team built a dashboard with two widgets:

1. List widget associated to the step "Type_2" and grouped by the dimension "Type" (multi-selection)
2. Pie chart widget associated to the step "Step_pie_3" and grouped by the dimension "Type" The team wants to use bindings so any selection in the List widget will filter the Pie chart.

Additional notes:

* The steps use different datasets.

* Users should be able to choose more than one Type (multi-selection).

What is the right syntax for the binding?

A.

B.

C.

D.

Answer(s): C

15. An Einstein Analytics consultant is asked to add a new SalesTax field to a Product Sales dataset. The formula to calculate SalesTax is (SubTotal*CountyTax). Which node should the consultant use in a Dataflow to calculate and insert SalesTax to the dataset?

A. append

B. computeExpression

C. augment

D. computeRelative

Answer(s): B

16. A consultant created an Einstein Analytics dashboard in a sandbox. Now, the dashboard needs to be migrated into production.

To complete the migration, what are the consultant's three options? Choose 3 answers

A. Ant Migration Tool

B. Analytics External Data API

C. Analytics REST API

D. Change sets

E. Analytics dashboard connector

Answer(s): A C D

17. An Einstein Consultant receives a new project from a client that wants to implement Einstein Analytics. They do not currently have Einstein Analytics, but want guidance around how to ensure that their users have correct access.

They have 1000 users with a small team of three people who will build datasets and dashboards. An additional 15 people should be able to create dashboards. The remaining users should only be able to view dashboards.

Which recommendation should the consultant give the client?

A. Create and assign Salesforce permission sets according to the three types of roles defined.

B. Assign the app permissions "viewer/" "editor," and "manager" to the three types of roles defined.

C. Create and assign three new Salesforce profiles according to the three types of roles defined.

D. Assign "Einstein Analytics Explorer" licenses to users that should only view the dashboard, and assign "Einstein Analytics Developer" licenses to users that should be able to create datasets and dashboards.

Answer(s): A

18. A company wants to allow users who belong to an account team to see all the Opportunities associated with that Account in Einstein Analytics.

Which two actions accomplish this requirement? Choose 2 answers

A. Apply sharing inheritance.

B. Create a master-detail relationship between the Salesforce Account and Opportunity objects.

C. In the dataflow, extract the AccountTeamMember object and augment it with the Opportunity object using 'AccountId' as the joinfield and apply following security predicate: 'AccountTeamMember.UserId' == "\$User.Id".

D. In the dataflow, extract the OpportunityTeamMember object and augment it with the Opportunity object using 'OpportunityId' as the join field and apply the following security predicate: 'OpportunityTeamMember.UserId' == "\$User.Id".

Answer(s): A C

19. An Einstein consultant created a dashboard that went through review. Some few charts were added and removed in the process. The dashboard is now approved for production. Which best practice should be done before releasing the dashboard?

A. Modify the XMD so all labels and values are user-friendly.

B. Rename all the steps to correspond with the defined naming convention.

C. Remove the redundant steps to ensure dashboard performance.

D. Apply conditional formatting on the new charts.

Answer(s): C

20. A consultant built a very useful Einstein Analytics app for Sales Operations, and they want to share its contents with the rest of Global Sales. However, they do not want to add everyone in Sales to their app. The consultant recommends extending the Sales Operations app and distributing it as an Einstein Analytics template app, but needs to locate specific information to get started.

```
{  
  "folderSource" : { "id" : "Sales Operations ID"}  
}
```

Given the code statement above, which endpoint should it be posted to?

A. /services/data/v . /wave/apps

B. /services/data/v . /analytics/wizard

C. /services/data/v . /wave/templates

D. /services/data/v . /analytics/projects

Answer(s): C
