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**Vendor:**Salesforce

**Exam Code:**DATA-ARCHITECT

**Exam Name:**Salesforce Certified Data Architect

**Version:**Demo

### QUESTION 1

Universal Containers (UC) has a complex system landscape and is implementing a data governance program for the first time. Which two first steps would be appropriate for UC to initiate an assessment of data architecture? Choose 2 answers.

- A. Engage with IT program managers to assess current velocity of projects in the pipeline.
- B. Engage with database administrators to assess current database performance metrics.
- C. Engage with executive sponsorship to assess enterprise data strategy and goals.
- D. Engage with business units and IT to assess current operational systems and data models.

Correct Answer: CD

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### QUESTION 2

Universal Containers is exporting 40 million Account records from Salesforce using Informatica Cloud. The ETL tool fails and the query log indicates a full table scan time-out failure. What is the recommended solution?

- A. Modify the export job header to specify Export-in-Parallel.
- B. Modify the export job header to specify Sforce-Enable-PKChunking.
- C. Modify the export query that includes standard index fields(s).
- D. Modify the export query with LIMIT clause with Batch size 10,000.

Correct Answer: B

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### QUESTION 3

Universal Container has a Sales Cloud implementation for a sales team and an enterprise resource planning (ERP) as a customer master. Sales team are complaining about duplicate account and data quality issues with account data.

Which two solutions should a data architect recommend to resolve the complaints?

- A. Build a nightly batch job to de-dupe data, and merge account records.
- B. Integrate Salesforce with ERP, and make ERP as system of truth.
- C. Build a nightly sync job from ERP to Salesforce.
- D. Implement a de-dupe solution and establish account ownership in Salesforce.

Correct Answer: BD

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### QUESTION 4

A custom pricing engine for a Salesforce customer has to be decided by factors with the following hierarchy:

1.

State in which the customer is located

2.

City in which the customer is located if available

3.

Zip code In which the customer is located if available

4.

Changes to this information should have minimum code changes

What should a data architect recommend to maintain this information for the custom pricing engine that is to be built in Salesforce?

- A. Create a custom object to maintain the pricing criteria.
- B. Assign the pricing criteria within customer pricing engine.
- C. Maintain require pricing criteria in custom metadata types.
- D. Configure the pricing criteria in price books.

Correct Answer: C

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#### QUESTION 5

An Architect needs information about who is creating, changing, or deleting certain fields within the past four months. How can the Architect access this information?

- A. Create a field history report for the fields in question.
- B. After exporting the setup audit trail, find the fields in question.
- C. After exporting the metadata, search it for the fields in question.
- D. Remove "customize application" permissions from everyone else.

Correct Answer: B

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#### QUESTION 6

Universal Containers has defined a new Data Quality Plan for their Salesforce data and wants to know how they can enforce it throughout the organization. Which two approaches should an architect recommend to enforce this new plan?

Choose 2 answers

- A. Schedule a weekly dashboard displaying records that are missing information to be sent to managers for review.
- B. Use Workflow, Validation Rules, and Force.com code (Apex) to enforce critical business processes.
- C. Schedule reports that will automatically catch duplicates and merge or delete the records every week.
- D. Store all data in an external system and set up an integration to Salesforce for view - only access.

Correct Answer: AB

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#### QUESTION 7

UC has millions of case records with case history and SLA data. UC's compliance team would like historical cases to be accessible for 10 years for Audit purpose.

What solution should a data architect recommend?

- A. Archive Case data using Salesforce Archiving process
- B. Purchase more data storage to support case object
- C. Use a custom object to store archived case data.
- D. Use a custom Big object to store archived case data.

Correct Answer: D

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#### QUESTION 8

Universal Containers (UC) is transitioning from Classic to Lightning Experience.

What does UC need to do to ensure users have access to its notices and attachments in Lightning Experience?

- A. Add Notes and Attachments Related List to page Layout in Lightning Experience.
- B. Manually upload Notes in Lightning Experience.
- C. Migrate Notes and Attachment to Enhanced Notes and Files a migration tool
- D. Manually upload Attachments in Lightning Experience.

Correct Answer: A

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#### QUESTION 9

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 10

Northern Trail Outfitter has implemented Salesforce for its associates nationwide, Senior management is concerned that the executive dashboard are not reliable for their real-time decision-making. On analysis , the team the following issues

with data entered in Salesforce.

Information in certain records is incomplete.

Incorrect entry in certain fields causes records to be excluded in report fitters.

Duplicate entries cause incorrect counts.

Which three steps should a data architect recommend to address the issues?

- A. Periodically export data to cleanse data and import them back into Salesforce for executive reports.
- B. Build a sales data warehouse with purpose-build data marts for dashboards and senior management reporting.
- C. Explore third-party data providers to enrich and augment information entered in salesforce.

- D. Leverage Salesforce features, such as validate rules, to avoid incomplete and incorrect records.
- E. design and implement data-quality dashboard to monitor and act on records that are incomplete or incorrect

Correct Answer: BCD

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#### **QUESTION 11**

Universal Containers has a requirement to store more than 100 million records in salesforce and needs to create a custom big object to support this business requirement.

Which two tools should a data architect use to build custom object?

- A. Use DX to create big object.
- B. Use Metadata API to create big object.
- C. Go to Big Object In setup select new to create big object.
- D. Go to Object manager In setup and select new to create big object.

Correct Answer: BC

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#### **QUESTION 12**

As part of addressing general data protection regulation (GDPR) requirements, UC plans to implement a data classification policy for all its internal systems that stores customer information including salesforce.

What should a data architect recommend so that UC can easily classify consumer information maintained in salesforce under both standard and custom objects?

- A. Use App Exchange products to classify fields based on policy.
- B. Use data classification metadata fields available in field definition.
- C. Create a custom picklist field to capture classification of information on customer.
- D. Build reports for customer information and validate.

Correct Answer: B