

EINSTEIN-ANALYTICS-AND-DISCOVERY-CONSULTANT^{Q&As}

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QUESTION 1

The Event Monitoring Analytics app brings prebuilt insights and analytics to what type of existing data in your org?

- A. Field audit trail data
- B. Forensics data
- C. Sales Cloud data Login
- D. Event log file data

Correct Answer: D

QUESTION 2

A company created a dataset called myExternalDataset. It contains a dimension, called UserRegion, that is populated by the standard User object's picklist: Region.

The company has security requirements for this dataset:

1.

Only a subset of users should be able to access the dataset.

2.

Users who can access the dataset should see only data that belongs to their region.

In which two ways can an Einstein Analytics consultant help them implement these requirements? Choose 2 answers

- A. Save the dataset under "My Private App" so only a subset of selected users can access the dataset.
- B. Use a security predicate in the dataset so users can see only rows belonging to their respective regions.
- C. Create a sharing rule in Salesforce based on the Region field in the user object and set the dataset to inherit sharing from Salesforce.
- D. Save the dataset under a new application and give "viewer" access to a public group containing the list of users allowed to see the dataset.

Correct Answer: BD

QUESTION 3

A Senior Sales Business Analyst asks for a dashboard that contains fiscal year product opportunities. Information is maintained in a spreadsheet which is comprehensive, but its contents often need to be explained. After sketching the dashboard, the consultant is ready to start building.

Which concept should be applied to this dashboard?

- A. Limit widget actions and exploration so users will focus only on the high-level information.
- B. Use the different chart types to make the dashboard interesting and appealing.
- C. Design the dashboard with the desktop in mind and use the same layout for mobile devices for consistency.
- D. Use charts to help users ask questions, not illustrate a conclusion.

Correct Answer: D

https://help.salesforce.com/articleView?id=bi_dashboard_build_tips.htm&type=5

QUESTION 4

In the Insights list, insights are ranked in what order?

- A. Time
- B. Geospatial
- C. Statistical significance
- D. Alphabetical
- E. There is no order

Correct Answer: C

QUESTION 5

What do you have to assign to users before they can access Analytics?

- A. Analytics permission set license (PSL)
- B. Permission set with at least one Analytics user permission
- C. Username and password
- D. A and B
- E. B and C

Correct Answer: D

QUESTION 6

In the context of Analytics, what is faceting?

- A. Representing the number of widgets on a dashboard
- B. Filtering all related widgets in a dashboard by your selection

- C. Something only programmers can access
- D. Measuring the number of significant digits of precision for a particular metric
- E. Choosing the color of the background in a graph

Correct Answer: B

QUESTION 7

Max Analytics API calls per user per hour

- A. 50,000
- B. 10,000
- C. 5,000
- D. 100,000

Correct Answer: B

QUESTION 8

What is another name for the type of insight that examines how one variable explains variation of the outcome variable?

- A. First-order analysis
- B. Second-order analysis
- C. Third-order analysis
- D. Spectrum analysis
- E. Object-oriented analysis

Correct Answer: A

QUESTION 9

What kind of org should you use for checking challenges when you do Trailhead modules about Analytics?

- A. An enterprise org, because that type of org is typically used by large companies
- B. A trial org, because you don't need to save anything
- C. A Developer Edition org, because it's a free, safe environment where you can try things out
- D. A higher education org, because analytics requires advanced math

Correct Answer: C

QUESTION 10

Einstein Discovery is a tool that:

- A. Is like having a personal data scientist on staff
- B. Replaces your team of BI experts and data analysts
- C. Helps you hire the best data scientist for your business
- D. Understands your business better than you do

Correct Answer: A

QUESTION 11

Refer to the graphic.

The screenshot shows a dialog box titled "Einstein Recommends Improvements in 1 Area". Under the heading "DUPLICATES", it states: "Multiple fields are providing the same information (for example NAME and ID). Keeping the most descriptive (for example NAME) will ease interpretation and allow additional insights to surface." Below this, it highlights "Amount and Promotion" with the text: "Amount and Promotion are 55.8% similar and explain 0.5% and 0.8% of the variation respectively. Together they explain an additional 4.2% of the variation." There are three radio button options: "Retain Amount" (which is selected), "Retain Promotion", and "Do Nothing". At the bottom left is a "Cancel" button, and at the bottom right are "Customize Story" and "Create New Story" buttons.

Einstein found a recommendation to improve the story: apparently there are two variables that behave the same. Given there is no additional information, what is the correct action?

- A. Retain Promotion; it is an actionable variable and without it, we cannot recommend prescriptive actions.
- B. Cancel this story and redefine the dataset.
- C. Retain Amount; not knowing the size of a deal makes it hard to predict if will be won.
- D. Do nothing; they appear to be similar, but there might be differences from the business perspective.

Correct Answer: A

QUESTION 12

What is another name for the type of insight that examines how one variable explains variation of the outcome variable?

- A. Third-order analysis
- B. Object-oriented analysis
- C. Second-order analysis
- D. First-order analysis
- E. Spectrum analysis

Correct Answer: D

QUESTION 13

A client has a dataset comprised of Opportunity data and Opportunity Line level data. The client wants to use this dataset with Einstein Discovery to understand the Opportunity win rate.

What must be done to the dataset to achieve this goal?

- A. Select the isWon = True outcome variable and generate the story.
- B. Filter to only look at isWon = True records to avoid skewing the results.
- C. Click Create Story and Einstein will take care of the rest.
- D. Change the grain by removing the line level detail as it will skew the win rate.

Correct Answer: C

QUESTION 14

Yasmine told Danielle she's interested in using the artificial intelligence provided by Einstein Discovery to enhance analysis Mosaic probably wouldn't have considered through their own means. How can Danielle use Einstein Analytics to load data into Einstein Discovery?

- A. It's not possible. Danielle will need to log into Einstein Discovery and import the data from there.
- B. Danielle needs a permission set containing the Download Analytics Data permission, then she can use the Export node to load data into Einstein Discovery.
- C. Danielle needs a permission set containing the Upload External Data to Analytics permission, then she can log into Einstein Discovery and import the data from there.

D. Data loaded into Einstein Analytics as datasets can then be used in Einstein Discovery without a separate load process.

Correct Answer: D

QUESTION 15

Yasmine wants to create a lens with the Seed Bank Orders dataset, but she currently doesn't see any rows in the dataset. Since Yasmine is Hadiqa's manager, Yasmine asks Hadiqa if she's experiencing the same problem, but Hadiqa replies that she can see all the rows. Why is this happening?

- A. The dataset's security predicate was set up incorrectly.
- B. Yasmine doesn't have the Manager app role.
- C. Yasmine wasn't assigned a permission set.
- D. Yasmine doesn't have the Create and Edit Analytics Dashboards permission.

Correct Answer: A

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