



Salesforce

ANC-301
Implement and Manage CRM Analytics

Questions & Answers PDF

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Question: 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: B

Question: 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: D

Question: 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: C

Question: 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: A

Question: 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: B

Explanation:

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



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