



ANC-301^{Q&As}

Working with Data and Dashboards in Einstein Analytics

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QUESTION 1

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.

Correct Answer: D

QUESTION 2

A data architect wants to use a dataflow transformation to implement row-level security that is based on role hierarchy in Salesforce. Which transformation should be used to level the dataset hierarchy?

- A. digest transformation
- B. flatten transformation
- C. delta transformation
- D. sfdcDigest transformation

Correct Answer: B

QUESTION 3

In Einstein Discovery:

- A. "What Is The Difference" insights are comparative insights that help you better understand the relationships between explanatory variables and the goal (target outcome variable) in your story. These insights, based on a statistical analysis of your dataset, help you figure out which factors contribute to the biggest changes in the outcome variable. Einstein Discovery uses waterfall charts to help you visualize comparisons in What Is The Difference insights.
- B. "Why It Happened" insights help you take a deeper look into the exact factors that led to an outcome. Why It Happened s/ Q insights drill deeper into the various factors that contributed to your story's goal. These insights are based on a statistical analysis of your dataset. Einstein Discovery uses waterfall charts to help you visualize Why It Happened insights.
- C. "Predictions and Improvements" insights help you explore what might happen in the future. For example, you can interactively perform "what if analyses in your story. Einstein Discovery provides you with predictions and suggested improvements based on a statistical analysis of your dataset and predictive analytics. To help you visualize these insights, Einstein Discovery uses:



D. - waterfall charts for predictions

-bar charts for suggested improvements

E. \\\What Happened\\ insights are the primary insights in your story. They are descriptive insights that help you explore, at an y/ Q overview level, what factors contributed to the outcome, based on a statistical analysis of your dataset.

.Einstein Discovery uses bar charts to help you visualize What Happened insights.

Correct Answer: ACD

QUESTION 4

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 Close 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 Close 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 Close 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 all order by ('CloseDate_Year','CloseDate_Month')) as 'Cumulative Close Amount';
```

A. Option A

B. Option B

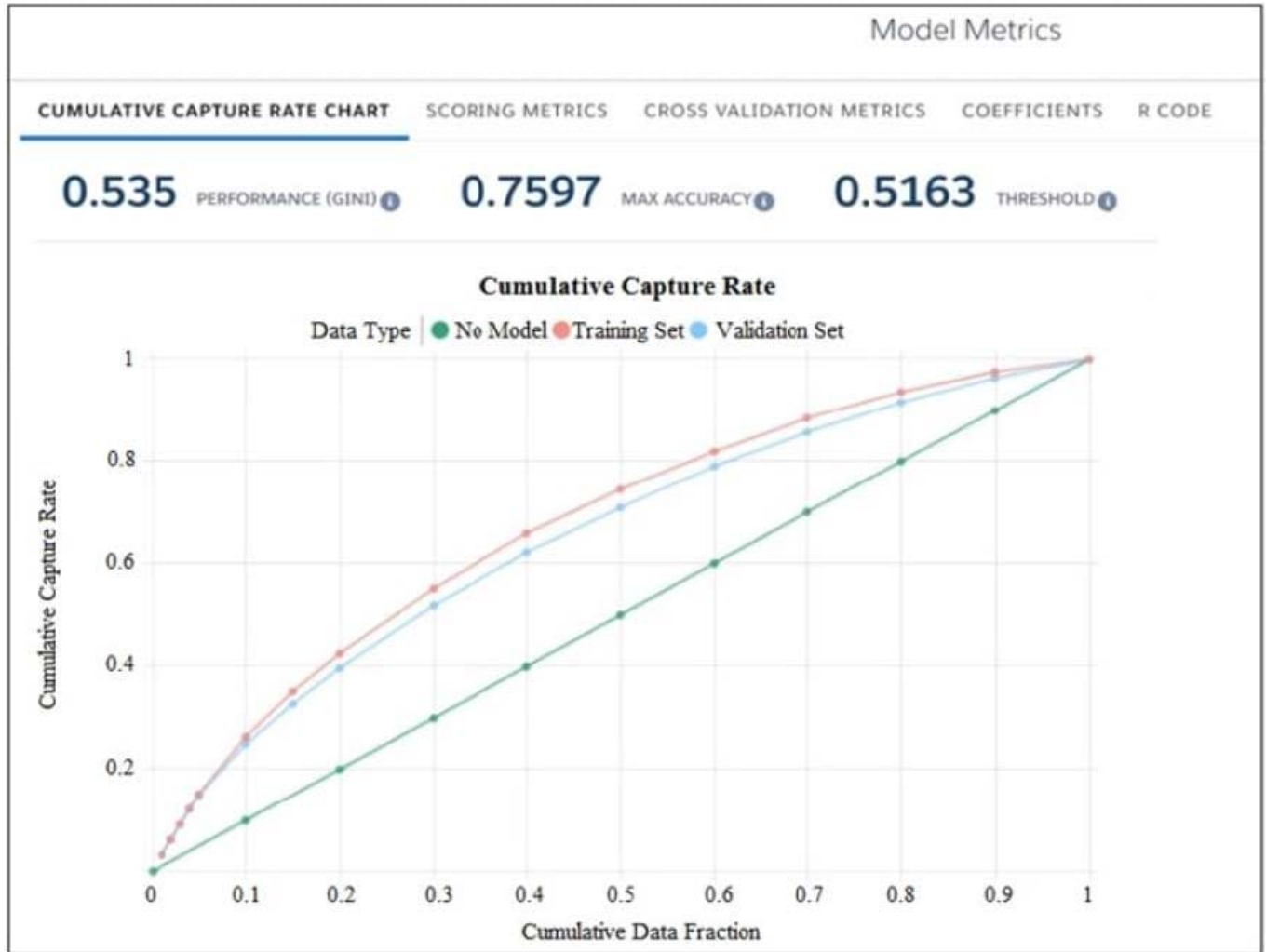
C. Option C

D. Option D

Correct Answer: D

QUESTION 5

Refer to the graphic.



Which conclusion can be made regarding the strength of the model shown?

- A. The model is very strong. A GINI coefficient of .535 shows that this model is very effective.
- B. The model is pretty good; the accuracy rating of .7597 means we can predict both wins and losses at a fairly high rate.
- C. The strength of the model cannot be determined with the metrics shown.
- D. The model is very weak and doesn't provide useful predictions due to the low threshold.

Correct Answer: D

QUESTION 6

Which permission gives you view-only access to Analytics?

- A. Use Analytics



- B. Manage Analytics
- C. Create and Edit Analytics Dashboard
- D. None of above

Correct Answer: A

QUESTION 7

The Einstein Analytics Plus Platform license is enabled for a Salesforce org and assigned to each user. However, these users cannot see the Einstein Analytics Studio in the App Launcher.

How can this issue be addressed?

- A. Share the app with the users in Einstein Analytics.
- B. Create user accounts for the users in Einstein Analytics.
- C. Assign the users to the permission set containing Use Analytics.
- D. Assign the users to the permission set containing Manage Analytics.

Correct Answer: C

QUESTION 8

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.

Correct Answer: A

QUESTION 9

What is an Einstein Discovery story?

- A. An account of imaginary or real people and events told for entertainment
- B. A collection of graphs, statistical analysis, and text that helps you understand the relationships between multiple outcome variables and the factors that influence those variables
- C. A collection of graphs, statistical analysis, and text that proves exactly what caused an outcome



D. A collection of graphs, statistical analysis, and text that helps you understand the relationships between a single outcome variable and the factors that influence that variable

Correct Answer: D

QUESTION 10

How do you analyze data from a CSV file using Einstein Discovery?

- A. Import the CSV file into Einstein Discovery.
- B. Import the CSV file into the most similar Salesforce object, then run reports on that object.
- C. You can't import data from a CSV file
- D. Import the CSV file into an Einstein Analytics dataset, then create a story.

Correct Answer: D

QUESTION 11

Which of the following are requirements for enabling Analytics for Communities?

- A. Wait at least 3 days after purchase.
- B. Have a Customer Community Plus or Partner Community license.
- C. Be nominated by your community peers.
- D. Assign your community members the Analytics for Communities permission set license.
- E. B and D

Correct Answer: E

Community member should have assigned:

-\'Analytics for Communities\' permission set license - a permission set that includes the \'View Analytics on Communities pages\'

Only users with a Customer Community Plus or Partner Community license can use this feature. This feature is supported in communities but not in portals.

QUESTION 12

What are two benefits of designing using the "Progressive Disclosure" principle? Choose 2 answers

- A. improved ease of use for end users
- B. Discounted EA licenses when growth is achieved



- C. Automatic conditional formatting
- D. Better dashboard performance

Correct Answer: AD

<https://developer.salesforce.com/blogs/developer-relations/2017/04/lightning-components-performancebest-practices.html>

QUESTION 13

About what does the configuration wizard ask you questions about how you measure?

- A. Case duration
- B. Customer geography
- C. Customer satisfaction
- D. Case resolution
- E. All of the above

Correct Answer: E

QUESTION 14

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."

Correct Answer: B

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

QUESTION 15

How do you post to Chatter from a Sales Wave dashboard?



- A. Open the Actions menu for an opportunity or account and select Post
- B. Select Post to Chatter from the Actions drop-down at the top of the dashboard
- C. Right click any bar and type your message
- D. Send an email to a team member with "chatter:" in the subject line

Correct Answer: A

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