Certification Exam Guide

SALESFORCE CERTIFIED EINSTEIN ANALYTICS AND DISCOVERY CONSULTANT

Winter ’19

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ABOUT THE SALESFORCE CERTIFIED EINSTEIN ANALYTICS AND DISCOVERY CONSULTANT PROGRAM

The Salesforce Certified Einstein Analytics and Discovery Consultant credential is intended for individuals who have the knowledge, skills, and experience with data ingestion processes, security and access implementations, and dashboard creation. This credential encompasses the fundamental knowledge and skills to design, build, and support apps, datasets, dashboards and stories in Einstein Analytics and Discovery.

This exam guide provides information about the Salesforce Certified Einstein Analytics and Discovery Consultant exam.

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SECTION 1. PURPOSE OF THIS EXAM GUIDE

This exam guide is designed to help you evaluate if you are ready to successfully complete the Salesforce Certified Einstein Analytics and Discovery Consultant exam. This guide provides information about the target audience for the certification exam, recommended training and documentation, and a complete list of exam objectives–all with the intent of helping you achieve a passing score. Salesforce highly recommends a combination of on-the-job experience, course attendance, and self-study to maximize your chances of passing the exam.

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SECTION 2. AUDIENCE DESCRIPTION: SALESFORCE CERTIFIED EINSTEIN ANALYTICS AND DISCOVERY CONSULTANT

The Salesforce Certified Einstein Analytics and Discovery Consultant exam is intended for an individual who has broad knowledge of the Einstein Analytics and Discovery platform and its capabilities, including: dataset management, permissions and security implementations, advanced Salesforce Analytics Query Language (SAQL) coding to support querying and JSON to support dashboard creation on both desktop and mobile devices.

The Salesforce Certified Einstein Analytics and Discovery Consultant generally has a minimum of one year of experience and skills across the Einstein Analytics and Einstein Discovery domains, including:

FRONT END

- Select the right charts to satisfy a business requirement.
- Create meaningful and relevant dashboards through the application of UX design principles and Einstein Analytics best practices.
- Build SAQL powered lenses.
- Evaluate which type of binding (selection or result) is needed for a dashboard.
- Connect data sources within the UI.
- Build and customize template apps.
- Develop dynamic calculation using compare tables.
- Improve dashboard performance.
- Embed pages in dashboards.
- Convert dashboard layouts for mobile.

ADMINISTRATIVE/MIDDLE

- Employ user provisioning to manage identity and access.
- Manage migration from lower environment change sets and API.
- Configure and manage integration with source control system.
- Incorporate governance of dashboards and datasets to manage and monitor Einstein Analytics.
- Employ security predicates and sharing inheritance for datasets.
- Manage App permissions.
- Apply encryption to a dataset.
- Explain uses for Einstein Analytics API.

BACK END

- Load data into Einstein Analytics including CSV uploads, defining connectors to load data from multi-org, and native Salesforce data.
- Create dataset recipes.
- Enable and use data sync (replication) to run independent data extracts.

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- Recognize the impact of enabling data sync.
- Manage and workaround dataflow and data sync limits.
- Implement role hierarchy.
- Add derived fields to a dataset.

EINSTEIN DISCOVERY

- Export data to Discovery.
- Prepare data for Discovery.
- Examine story statistics and algorithms to make recommendations.
- Surface Discovery insights into standard Salesforce pages.

The Salesforce Certified Einstein Analytics and Discovery Consultant candidate has the experience, skills, and knowledge outlined below:

- Certification or experience with other business intelligence (BI), extract-transform-load (ETL), analytics, and reporting tools.
- Understanding of dashboard/user experience (UX) design and aesthetics for mobile and for desktop.
- Competency in reading and writing Salesforce Analytics Query Language (SAQL) and Salesforce Object Query Language (SOQL).
- Competency in developing ETL processes for dataset preparation and management.
- Understanding of Master Data Management (MDM).
- Competency with developing stories in Einstein Discovery.
- Working knowledge of data science life cycle.
- Working knowledge of statistical analysis.
- Working knowledge of data modeling.
- Experience leading technical projects.
- Competency in administering, configuring, and securing Einstein Analytics.
- Optional experience with administration, configuration, and securing Salesforce.
- Configure and perform writeback to Salesforce for Discovery models.

A candidate for this beta exam is not expected to ...

- Write Apex code.
- Use the Einstein Analytics Software Development Kit (SDK).
- Write code using the Einstein Analytics API.
- Handle large data volumes and data refreshes.

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SECTION 3. ABOUT THE EXAM

The Salesforce Certified Einstein Analytics and Discovery Consultant exam has the following characteristics:

- Content: 60 multiple-choice/multiple-select questions
- Time allotted to complete the exam: 90 minutes
- Passing score: 68%
- Registration fee: USD 200, plus applicable taxes as required per local law
- Retake fee: USD 100, plus applicable taxes as required per local law
- Delivery options: Proctored exam delivered onsite at a testing center or in an online proctored environment. Click here for information on scheduling an exam.
- References: No hard-copy or online materials may be referenced during the exam.
- Prerequisite: None

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SECTION 4. RECOMMENDED TRAINING AND REFERENCES

As preparation for this exam, Salesforce recommends a combination of: hands-on experience, Trailhead trails, and self-study in the areas listed in the Exam Outline section of this exam guide.

To review online Documentation, Tip Sheets, and User Guides, search for the topics listed in the Exam Outline section of the exam guide and study the information related to those topics. Documentation, Tip Sheets, and User Guides can also be accessed through **Help & Training.**

Instructor-Led Training Classes:

- Mobile and Desktop Exploration in Einstein Analytics (ANC101)
- Building Lenses, Dashboards and Apps in Einstein Analytics (ANC201)
- Working with Data and Dashboards in Einstein Analytics (ANC301)

Learning Guide:

- Einstein Analytics Learning Adventure

Trailhead Trails:

- Explore with Analytics
- Gain Insight with Einstein Discovery
- Analytics Apps Basics
- Build and Administer Analytics
- Accelerate Analytics with Apps

Trailhead Superbadges:

- Einstein Analytics Data Preparation Specialist
- Einstein Analytics and Discovery Insights Specialist Superbadge

Reference Documentation:

- Data Layer
    - Bring Data into Analytics
    - Create and Run More Dataflows, and Track Usage with the Flow Indicator
    - Avoid Data Drift with Periodic Full Sync
    - Sync Salesforce Data Incrementally in Data Sync
    - Manage Datasets
    - Data Integration Guide

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    - Analytics External Data API Developer Guide

- Security
    - Manage and Share Einstein Analytics in Apps
    - Salesforce Sharing Inheritance for Datasets
    - Predicate Expression Syntax for Datasets
    - Row-Level Security for Datasets

- Admin
    - Set Up the Einstein Analytics Platform
    - Deploy Einstein Analytics Templates
    - Analytics Templates Developer Guide
    - Einstein Analytics Encryption
    - Deploy Your Changes
    - Analytics Migration, Packaging, and Distribution
    - Einstein Analytics Limits
    - Avoid Data Drift with Periodic Full Sync
    - Sync Salesforce Data Incrementally in Data Sync

- Analytics Dashboard Design
    - Analytics Lookbook
    - Best Practices for Building Your Own Analytics Dashboard

- Analytics Dashboard Implementation:
    - Explore and Visualize Your Data in Einstein Analytics
    - Build Einstein Analytics Dashboards
    - Progressive Disclosure (Loading)
    - Embed and Customize Einstein Analytics
    - Analytics Bindings Developer Guide
    - Analytics REST Query Resource
    - Analytics SAQL Reference

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  - Wave Funnel Powered by Custom SAQL
  - Timeseries SAQL Statement
  - Analytics Extended Metadata (XMD) Reference
  - Run Your Dashboards Faster with the Dashboard Inspector

- Einstein Discovery Story Design
  - Explore Stories
  - View Model Metrics
  - Einstein Discovery Limits
  - Optimize Data for Predictive Analytics
  - Display Einstein Discovery Predictions in a Salesforce Object
  - Improve Your Einstein Discovery Models by Investigating Their Metrics and Performance

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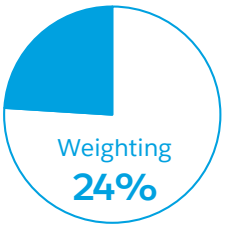
SECTION 5. EXAM OUTLINE

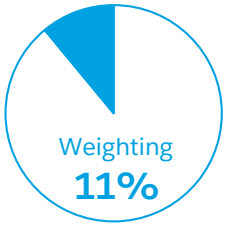
The Salesforce Certified Einstein Analytics and Discovery Consultant exam measures a candidate's knowledge and skills related to the following objectives. A candidate should have hands-on experience implementing Einstein and have demonstrated the application of each of the features/functions below.

DATA LAYER



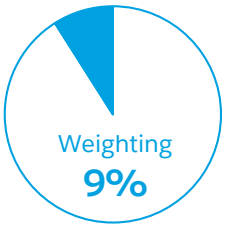
- Given data sources, use Data Manager to extract and load the data into the Einstein Analytics application to create datasets. Describe how the Salesforce platform features map to the Model-View-Controller (MVC) pattern.
- Given business needs and consolidated data, implement refreshes, data sync (replication), and/or recipes to appropriately solve the basic business need. Identify the common scenarios for extending an application's capabilities using the AppExchange.
- Given a situation, demonstrate knowledge of what can be accomplished with the Einstein Analytics API
- Given a scenario, use Einstein Analytics to design a solution that accommodates dataflow limits.

SECURITY



- Given governance and Einstein Analytics asset security requirements, implement necessary security settings including users, groups, and profiles.
- Given row-based security requirements and security predicates, implement the appropriate dataset security settings.
- Implement App sharing based on user, role, and group requirements.

ADMIN



- Using change management strategies, manage migration from sandbox to production orgs.
- Given user requirements or ease of use strategies, manage dataset extended metadata (XMD) by affecting labels, values, and colors.
- Given a scenario, improve dashboard performance by restructuring the dataset and/or data using lenses, pages, and filters.
- Given business and access requirements, enable Einstein Analytics, options, and access as expected.

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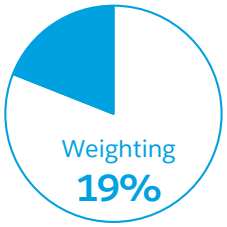
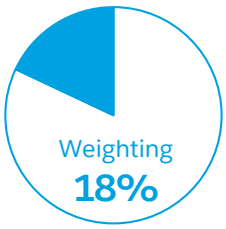
ANALYTICS DASHBOARD DESIGN



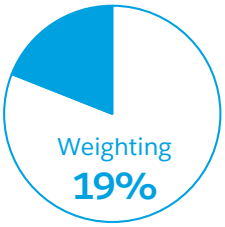
- Given a customer situation, determine and define their dashboarding needs.
- Given customer requirements, create meaningful and relevant dashboards through the application of user experience (UX) design principles and Einstein Analytics best practices.
- Given business requirements, customize existing Einstein Analytics template apps to meet the business needs.

ANALYTICS DASHBOARD IMPLEMENTATION



- Given business requirements, define lens visualizations such as charts to use and dimensions and measures to display.
- Given customer business requirements, develop selection and results bindings with static steps.
- Given business expectations, create a regression time series.
- Given customer requirements, develop dynamic calculations using compare tables.
- Given business requirements that are beyond the standard user interface (UI), use Salesforce Analytics Query Language (SAQL) to build lenses, configure joins, or connect data sources.

EINSTEIN DISCOVERY STORY DESIGN



- Given a dataset, use Einstein Discovery to prepare data for story output by accessing data and adjusting outputs.
- Given initial customer expectations, analyze the story results and determine suggested improvements that can be presented to the customer.
- Given derived results and insights, adjust data parameters, add/remove data, and rerun story as needed.
- Describe the process to perform writebacks to Salesforce objects.

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SECTION 6. SAMPLE EXAM QUESTIONS

The following questions are representative of those on the Salesforce Certified Einstein Analytics and Discovery Consultant exam. These questions are not designed to test your readiness to successfully complete the certification exam, but should be used to become familiar with the types of questions on the exam. The actual exam questions may be more or less difficult than this set of questions.

1. **How many external files can be uploaded to Einstein Analytics on a rolling 24 hour basis?**

   *Choose **one** answer*

   A. 30 files

   B. 75 files

   C. 25 files per dataset

   D. 50 files per dataset

2. **An Einstein Analytics team wants to create a dashboard using two standard Salesforce objects. The dashboard should display data from the Case object, along with related data from the Account object.**

   *Which **two** processes can achieve this?*

   A. Extract data from the case and account objects using “dataloader”, create a CSV file with account and case data, and then upload the CSV as a dataset to Einstein Analytics. Build a dashboard using that dataset

   B. Extract data from the case and account objects using “sfdcDigest” transformation, use “augment” transformation to add case data with account data, store as a dataset, and then build a dashboard using the generated dataset

   C. Extract data from the case and account objects using “sfdcDigest” transformation, use “append” transformation to add case data with account data, store as a dataset, and then build a dashboard using the generated dataset

   D. Extract data from the case and account objects using an ETL tool, use the ETL tool to join account and case data, and then upload the data to Einstein Analytics. Build a dashboard using the ETL generated dataset

3. **Universal Containers (UC) is a multinational company that utilizes Salesforce and has a variety of internal systems. UC uses Einstein Analytics for their data analysis platform and they want to automate their weekly manual process to create a dataset from their on-premise data warehouse.**

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Which solution should a consultant recommend to meet this requirement?

A. Utilize a dataflow

B. Utilize middleware with Analytics External Data API

C. Utilize a Salesforce weekly export feature

D. Utilize Analytics Connector.

4. An Einstein Consultant is reviewing the "Why it Happened" Insights provided by Einstein Discovery with the customer. The customer would like to validate the results.

Which action should the consultant take?

A. Show the customer how to export and review the R-Code model validation results

B. Check the p-values and standard deviation

C. Use the Share and Export feature to help the customer determine if the findings make logical sense

D. Consult with a Data Scientist to validate the findings

5. The Einstein Analytics team at a company created a dataset based on the Opportunity__c custom object. The VP of Sales reports seeing the message "No results found" when opening the dataset to explore it. Other users below the VP in the role hierarchy can see rows on the same dataset.

*Which **two** problems might be causing this issue?*

A. The Salesforce profile for the VP does not have read permission on some fields of the Opportunity__c custom object

B. The dataset is inheriting sharing from Salesforce and the VP can see more than 3000 rows

C. The Salesforce profile for the VP does not have read permission on the Opportunity__c custom object

D. The Security Predicates set up at the dataset level are preventing the VP from seeing data

6. You are asked to update and maintain your company's Einstein Analytics dashboards. A request comes in for one of the dashboards that contains steps from different datasets. The request is to make it possible for a table from one dataset to be filtered by the results of a chart from another dataset. Your solution is to create a results binding.

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*Which **three** steps should you implement to create the binding?*

A. Find source and target step names
B. Look up the API name of the filtering field
C. Look up the API name of the source field
D. Configure the results binding on the target step in the dashboard JSON.

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SECTION 7. ANSWERS TO SAMPLE EXAM QUESTIONS

1. D
2. B, D
3. B
4. C
5. B, D
6. A, B, D

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SECTION 8. MAINTAINING A CERTIFICATION

One of the benefits of holding a Salesforce credential is always being up-to-date on new product releases (updates). As such, you will be required to maintain your certification up to three times a year by completing a maintenance module on Trailhead.

Don't let your hard-earned credential expire! If you do not complete all maintenance requirements by the due date, your credential will expire, or in some cases, become suspended. Click here for more information about Salesforce Certification maintenance requirements.

Bookmark these useful resources for maintaining your credentials:

- Maintenance Exam Due Dates
- Verify Your Certification Status
- Overall Maintenance Requirements

ABOUT TRAILHEAD

Trailhead is your path into the Salesforce economy. It's the fun way to learn the skills you need to transform your company, earn credentials that grow your career, and connect with a global movement of Trailblazers to continue learning together.

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TRAILHEAD The fun way to learn Salesforce

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