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**QUESTION 1**

Cloud Kicks prepares a dataset for an AI model and identifies some inconsistencies in the data.

What is the most appropriate action the company should take?

- A. Adjust the AI model to account for the data inconsistencies.
- B. Increase the quantity of data being used for training the model
- C. Investigate the data inconsistencies and apply data quality techniques.

Correct Answer: C

When inconsistencies in data are identified, the most appropriate action is to investigate these inconsistencies and apply data quality techniques. Adjusting the AI model to accommodate poor quality data or simply increasing the quantity of data without addressing the underlying issues does not solve the problem and can lead to less reliable AI outputs. Proper data cleaning, normalization, and validation are necessary steps to ensure that the data fed into an AI model is accurate and reliable, thus enhancing the model's performance. Salesforce provides guidelines on how to manage and improve data quality, including practical steps for addressing data inconsistencies, detailed at [Improving Data Quality in Salesforce](#).

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**QUESTION 2**

Cloud Kicks wants to decrease the workload for its customer care agents by implementing a chatbot on its website that partially deflects incoming cases by answering frequently asked questions. Which field of AI is most suitable for this scenario?

- A. Natural language processing
- B. Computer vision
- C. Predictive analytics

Correct Answer: A

"Natural language processing is the field of AI that is most suitable for this scenario. Natural language processing (NLP) is a branch of AI that enables computers to understand and generate natural language, such as speech or text. NLP can be used to create conversational interfaces that can interact with users using natural language, such as chatbots. Chatbots can help automate and streamline customer service processes by providing answers, suggestions, or actions based on the user's intent and context."

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**QUESTION 3**

Cloud Kicks wants to evaluate its data quality to ensure accurate and up-to-date records.

Which type of records negatively impact data quality?

- A. Structured
- B. Complete



C. Duplicate

Correct Answer: C

Duplicate records negatively impact data quality by creating inconsistencies and confusion in database management, leading to potential errors in customer relationship management (CRM) systems like Salesforce. Duplicates can skew analytics results, lead to inefficiencies in customer service, and result in redundant marketing efforts. Salesforce offers various tools to identify and merge duplicate records, thereby maintaining high data integrity. More about managing duplicate records in Salesforce and ensuring data quality can be found in Salesforce's documentation on duplicate management at Salesforce Duplicate Management.

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#### QUESTION 4

What does the term "data completeness" refer to in the context of data quality?

- A. The degree to which all required data points are present in the dataset
- B. The process of aggregating multiple datasets from various databases
- C. The ability to access data from multiple sources in real time

Correct Answer: A

Data completeness is a measure of data quality that assesses whether all required data points are present in a dataset. It checks for missing values or gaps in data necessary for accurate analysis and decision-making. In the context of Salesforce, ensuring data completeness is crucial for the effectiveness of CRM operations, reporting, and AI-driven applications like Salesforce Einstein, which rely on complete data to function optimally. Salesforce provides various tools and features, such as data validation rules and batch data import processes, that help maintain data completeness across its platform. Detailed guidance on managing data quality in Salesforce can be found in the Salesforce Help documentation on data management at Salesforce Help Data Management.

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#### QUESTION 5

A sales manager is looking to enhance the quality of lead data in their CRM system. Which process will most likely help the team accomplish this goal?

- A. Redesign the lead conversion process,
- B. Review and update missing lead information.
- C. Prioritize active leads quarterly.

Correct Answer: B

To enhance the quality of lead data in their CRM system, the most effective process is to review and update missing lead information. This process involves identifying incomplete records and filling in missing details, which can significantly improve the accuracy and usefulness of lead data. Accurate and complete lead information is crucial for effective lead scoring, prioritization, and follow-up, enhancing overall sales performance. Salesforce CRM offers data quality tools and features that assist in regularly reviewing and maintaining the accuracy of lead data. Information on managing lead data quality in Salesforce can be found at Salesforce Lead Management.

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