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**QUESTION 1**

A business analyst (BA) wants to improve business by enhancing their sales processes and customer..

Which AI application should the BA use to meet their needs?

- A. Sales data cleansing and customer support data governance
- B. Machine learning models and chatbot predictions
- C. Lead scoring, opportunity forecasting, and case classification

Correct Answer: C

"Lead scoring, opportunity forecasting, and case classification are AI applications that can help a business analyst improve their sales processes and customer support. Lead scoring can help prioritize leads based on their likelihood to convert, opportunity forecasting can help predict future sales or revenue based on historical data and trends, and case classification can help categorize and route cases based on their attributes."

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**QUESTION 2**

Cloud Kicks discovered multiple variations of state and country values in contact records. Which data quality dimension is affected by this issue?

- A. Usage
- B. Accuracy
- C. Consistency

Correct Answer: C

"Consistency is the data quality dimension that is affected by multiple variations of state and country values in contact records. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources. Inconsistent data can cause confusion, errors, or duplication in data analysis and processing."

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**QUESTION 3**

Cloud Kicks wants to use AI to enhance its sales processes and customer support. Which capacity should they use?

- A. Dashboard of Current Leads and Cases
- B. Sales path and Automaton Case Escalations
- C. Einstein Lead Scoring and Case Classification

Correct Answer: C

"Einstein Lead Scoring and Case Classification are the capabilities that Cloud Kicks should use to enhance its sales processes and customer support. Einstein Lead Scoring and Case Classification are features that use AI to optimize



sales and service processes by providing insights and recommendations based on data. Einstein Lead Scoring can help prioritize leads based on their likelihood to convert, while Einstein Case Classification can help categorize and route cases based on their attributes."

#### QUESTION 4

A consultant conducts a series of Consequence Scanning workshops to support testing diverse datasets. Which Salesforce Trusted AI Principles is being practiced?

- A. Transparency
- B. Inclusivity
- C. Accountability

Correct Answer: B

"Conducting a series of Consequence Scanning workshops to support testing diverse datasets is an action that practices Salesforce's Trusted AI Principle of Inclusivity. Inclusivity is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for diversity and inclusion of different perspectives, backgrounds, and experiences. Conducting Consequence Scanning workshops means engaging with various stakeholders to identify and assess the potential impacts and implications of AI systems on different groups or domains. Conducting Consequence Scanning workshops can help practice Inclusivity by ensuring that diverse datasets are used to test and evaluate AI systems."

#### QUESTION 5

How does an organization benefit from using AI to personalize the shopping experience of online customers?

- A. Customers are more likely to share personal information with a site that personalizes their experience.
- B. Customers are more likely to be satisfied with their shopping experience.
- C. Customers are more likely to visit competitor sites that personalize their experience.

Correct Answer: B

"An organization benefits from using AI to personalize the shopping experience of online customers by increasing customer satisfaction. AI can help provide customized and relevant product recommendations, offers, or content based on the customers' preferences, behavior, or needs. AI can also help create a more engaging and interactive shopping experience by using natural language processing (NLP) or computer vision techniques. Personalized shopping experiences can improve customer satisfaction by meeting their expectations, needs, and interests."

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