



Certification Exam Guide

# SALESFORCE CERTIFIED EINSTEIN ANALYTICS AND DISCOVERY CONSULTANT

Winter '19 - BETA

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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.

## 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 beta 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.

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

The Salesforce Certified Einstein Analytics and Discovery Consultant beta exam is intended for an individual who has a broad knowledge of the Einstein Analytics and Discovery platform and its capabilities, including: dataset management, permissions and security implementations, advanced 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.
- Connect data sources within the UI.
- Build and customize template apps.
- Develop dynamic calculation using compare tables.
- Improve dashboard performance.
- 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.

### 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 to run independent data extracts.
- Prepare data for Discovery.
- Surface Discovery insights into standard Salesforce pages.

## SALESFORCE CERTIFIED EINSTEIN ANALYTICS AND DISCOVERY CONSULTANT

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/UX design and aesthetics for mobile and for desktop.
- Competency in reading and writing SAQL and 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.

## SECTION 3. ABOUT THE EXAM

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

- Content: Maximum 175 multiple-choice/multiple-select beta questions
- Time allotted to complete the beta exam: 180 minutes
- Passing score: TBD
- Registration fee: Free
- Delivery options: Proctored exam delivered onsite at a testing center. Click [here](#) for information on scheduling an exam.
- References: No hard-copy or online materials may be referenced during the exam.
- Prerequisite: None

## 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**.

Trailhead can be accessed [here](#).

Trailhead Trails:

- [Explore with Analytics](#)
- [Gain Insight with Einstein Discovery](#)
- [Analytics Apps Basics](#)
- [Build and Administer Analytics](#)

Check out the official [Certification Trailmix](#) for this credential. We have included essential Trailhead learning specifically with you in mind.

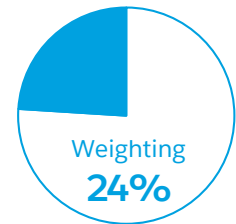


## SECTION 5. EXAM OUTLINE

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

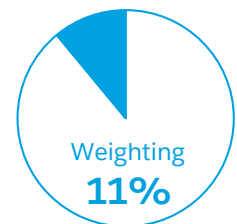
- Given data sources, use Data Manager to extract and load the data into the EA application to create datasets. Describe how the Salesforce platform features map to the MVC pattern.
- Given business needs and consolidated data, implement refreshes, replication (sync), and/or recipes to appropriately 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 EA API
- Given a scenario, use Einstein Analytics to design a solution that accommodates dataflow limits.



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### SECURITY

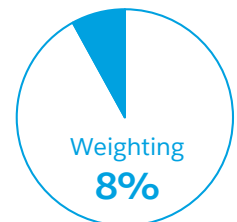
- Given governance and EA asset security requirements, implement necessary security settings including users, groups, and profiles.
- Given row-based security requirements and security predicates, implement the appropriate dataset security settings.
- Implement App sharing based on user, role, and group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



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### ADMIN

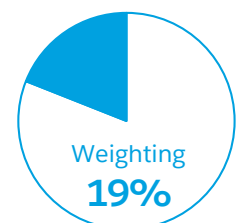
- Using change management strategies, manage migration from sandbox to production orgs.
- Given user requirements or ease of use strategies, manage dataset extended metadata (XMD) by affecting labels, values, and colors.
- Given a scenario, improve dashboard performance by restructuring the dataset and/or 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.

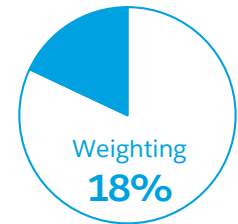


- Given customer requirements, create meaningful and relevant dashboards through the application of UX design principles and EA best practices.
- Given business requirements, customize existing EA template apps to meet the business needs.

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## ANALYTICS DASHBOARD IMPLEMENTATION

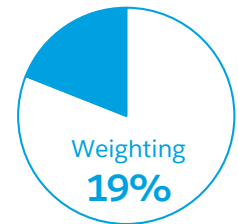
- Given business requirements, define lens visualizations such as charts to use and dimensions and measures to display.
- Given customer business requirements, develop selection and results bindings with static steps.
- Given business expectations, create a regression time series.
- Given customer requirements,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



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## 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.



## 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. How does an Einstein Consultant sort when creating a new lens in Explorer?

*Choose one answer*

- A. Use the pulldown under Measures to choose the Sort option
- B. Right-click on the lens and choose the Sort option
- C. Select Charts and then choose the Sort option
- D. Click the Sort button on the upper right of the page

## SECTION 7. ANSWERS TO SAMPLE EXAM QUESTIONS

1. D
2. A

## SECTION 8. MAINTAINING A CERTIFICATION

One of the benefits of holding a Salesforce credential is always being up to date on new product releases. Our release exams are designed to ensure you have the latest information you need to be a successful Salesforce Certified expert.

Bookmark these useful resources for maintaining your credentials:

- [Maintenance Exam Due Dates](#)
- [Verify Your Certification Status](#)
- [Overall Maintenance Requirements](#)

**Don't let your hard-earned credential expire!** Once you earn the credential, if you do not complete all maintenance requirements by the due date, your credential will expire, or in some cases, become suspended. For more information, click [here](#).

### 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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The fun way to  
learn Salesforce

#### LEARN

Learn at your own pace,  
from our experts, and  
your peers.

#### EARN

Earn points, badges, and  
skill-based credentials  
that grow your resume.

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