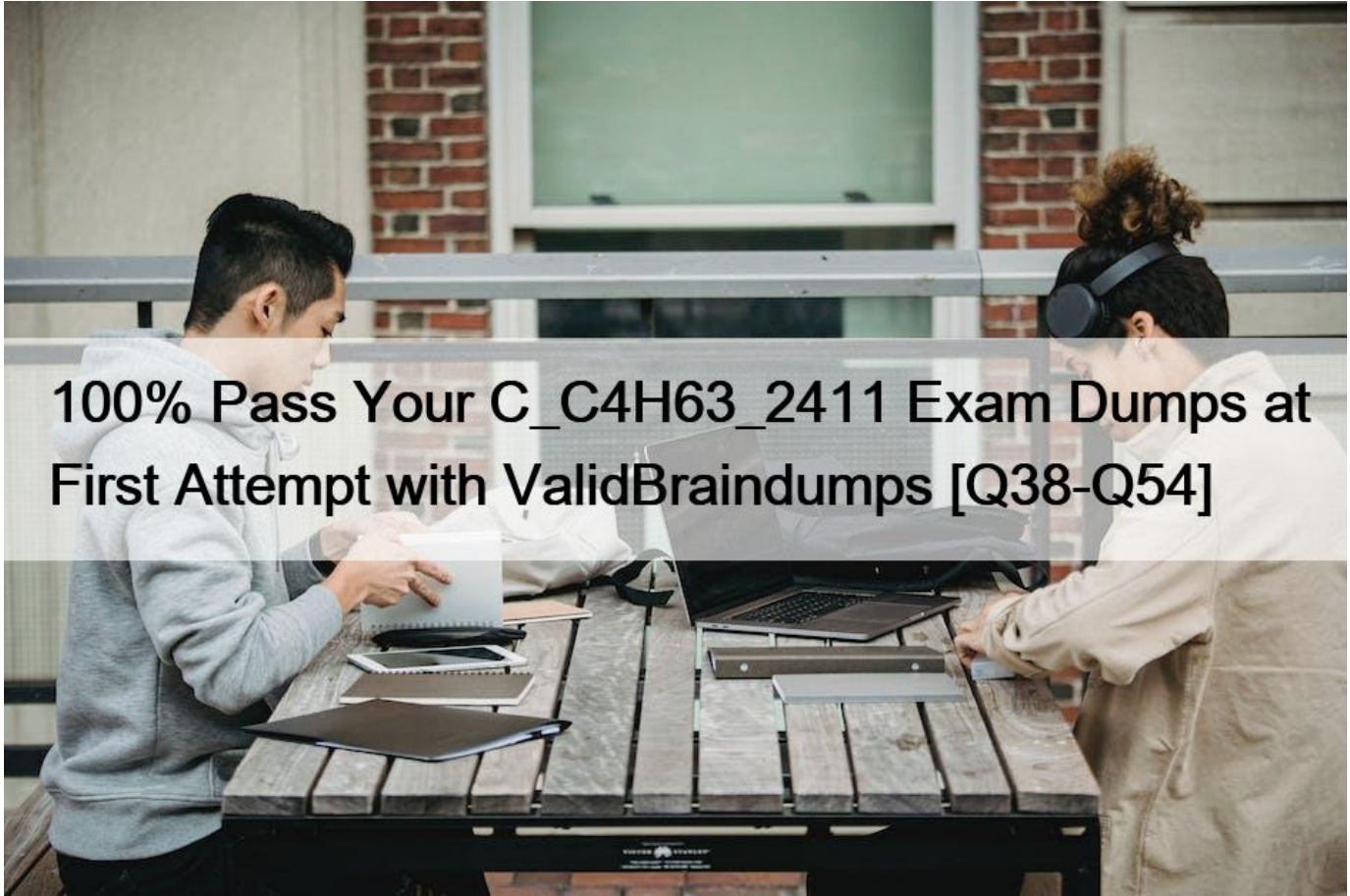


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SAP C_C4H63_2411 Exam Syllabus Topics:

Topic 1- Insights: The Insights section of the exam evaluates the consultant's ability to extract meaningful insights from customer data. It covers analytics capabilities within the SAP Customer Data Platform and how to use them effectively. Candidates should be able to create and interpret various types of reports and dashboards.
Topic 2- APIs: This section focuses on the use of APIs in the context of SAP Customer Data Solutions. It assesses the consultant's understanding of how to integrate and leverage APIs for data exchange and system interoperability.
Topic 3- Managing Clean Core: This section of the exam measures the skills of SAP Customer Data Solutions Consultants and covers the management of Clean Core in SAP systems. It comprises understanding the principles of maintaining a clean core, which involves keeping the central system free from custom modifications. The exam may assess the ability to implement clean core strategies effectively while ensuring system integrity and performance.
Topic 4- SAP Customer Data Platform: SAP Customer Data Solutions Consultants are expected to demonstrate comprehensive knowledge of the SAP Customer Data Platform. This domain covers the platform's core functionalities, including data collection, unification, and activation.

NO.38 What kinds of prediction can you select for a predictive indicator? Note: There are 2 correct answers to this question.

- * Customer lifetime value
- * Customer churn
- * Customer order value
- * Customer volume

Within the SAP Customer Data Platform, predictive indicators are designed to make predictions based on customer profile or group and activity data. Specifically, you can select predictions for Customer lifetime value (CLV) and Customer churn. The CLV prediction is about forecasting the potential revenue a customer will generate over their lifetime, while the churn prediction estimates the likelihood of a customer ceasing to use a company's services or products.

Reference = This information is derived from the SAP Help Portal documentation, which details the types of predictions you can configure for predictive indicators within the SAP Customer Data Platform, including churn probabilities for profiles and groups, as well as customer lifetime value for profiles and groups.

NO.39 You want to ingest a single event by ID. Which URL do you need to use?

- * `/api/businessunits/{businessUnitId}/applications/{applicationId}/external/externalId/events`
- * `/api/businessunits/{businessUnitId}/applications/{applicationId}/dataevents/{dataEventId}/event`
- * `/api/businessunits/{businessUnitId}/views/{viewId}/customers/{customerId}/activities`
- * `/api/businessunits/{businessUnitId}/views/{viewId}/customers/{customerId}`

To ingest a single event by ID in the SAP Customer Data Platform, the appropriate API endpoint must be used that specifically allows for the identification and ingestion of an event based on its unique identifier:

`/api/businessunits/{businessUnitId}/applications/{applicationId}/dataevents/{dataEventId}/event`: This API endpoint is structured to target a specific event within the context of a business unit and application, using the unique event ID (`dataEventId`) to precisely locate and ingest the event in question. The endpoint's structure facilitates the targeted ingestion of events, ensuring that the correct event is processed and incorporated into the platform based on its unique identifier.

This method allows for precise control over event ingestion, enabling the integration of specific events into the customer data platform as needed, based on their unique identifiers.

Reference:

SAP Customer Data Platform API documentation detailing endpoints for event ingestion.

Technical guides on ingesting events into the SAP Customer Data Platform using API calls.

NO.40 What do you need to configure to send data from SAP Customer Data Platform to a target system?

- * Actions
- * Matching rules
- * REST APIs
- * Extensions

NO.41 Which of the following are functionalities of the Event Playground?

Note: There are 2 correct answers to this question.

- * Showing logs and errors at each step of the pipeline, in both table format and JSON
- * Ingesting a test event with test values provided via a dedicated form
- * Recording results of test event runs and exporting them as a JSON
- * Allowing input of data at each step after the test event is run to verify alternative outcomes

NO.42 How would you ingest data from the database published with the JDBC interface?

- * Create a custom JDBC connector in the Connector Studio.
- * Create an iFlow in SAP Integration Suite and then use a custom connector to connect via the iFlow.
- * Connect to the database using the built-in JDBC connector.
- * Connect to the database using a built-in JDBC-ODBC Bridge connector.

NO.43 What can you do with the Audit Search API?

- * GetAllSearches
- * Query Single Activity
- * SubmitWsConfiguration
- * Query All Customers

The Audit Search API in the SAP Customer Data Platform offers functionalities centered around auditing and oversight of platform activities. One of the capabilities of this API is:

B . Query Single Activity: This function allows users to retrieve detailed information about specific activities or actions taken within the platform. This can include user interactions, data processing operations, or system events. The ability to query single activities is crucial for compliance, monitoring, and troubleshooting purposes, enabling administrators to track and audit individual actions for security, compliance, and operational insights.

The Audit Search API's ability to delve into specific activities helps maintain transparency and accountability within the platform, supporting robust governance and compliance strategies.

Reference:

SAP Customer Data Platform API documentation, specifically focusing on audit and search functionalities.

Technical guides on utilizing the Audit Search API for monitoring and compliance purposes within the SAP Customer Data Platform.

NO.44 You need to perform a quick ingestion test to evaluate your configuration. What is the simplest recommended way of doing this?

- * By ingesting a JSON file using an FTP server
- * By firing the event via a Postman call
- * By firing the action via a Postman call
- * By using the Event Playground

The simplest recommended way to perform a quick ingestion test to evaluate your configuration is by using the Event Playground. The Event Playground allows you to easily test application events, actions, and CX flows by ingesting a test event with test values you provide via a dedicated form. The submitted test data runs through the entire CDP flow, which is then displayed in the playground as a visualization of that flow and its results. It helps identify errors in the different steps: ingestion, schema mapping, identity resolution, CX flow steps, CX flow actions, providing transparency and confidence in the flow of data.

Reference =

SAP Help Portal: Event Playground1.

NO.45 When an action is triggered via a CX flow, the outbound data is checked by the system to see whether it passes the validation. What happens if it doesn't pass the validation?

- * The action fails and the data is not passed to the destination application.
- * The action fails and it's marked for a retry.

- * The action succeeds, but an error message is created.
- * The action fails and the data is passed to the destination application for auditing purposes.

When an action is triggered via a CX flow in the SAP Customer Data Platform, the system checks the outbound data to ensure it passes the validation. If the data does not pass the validation, the action fails, and consequently, the data is not passed to the destination application. This validation process is crucial as it ensures that only data that meets the predefined criteria is transmitted, maintaining the integrity of the data exchange process¹.

Reference =

SAP Help Portal: Action Validation¹.

NO.46 Which statements describe System Defined Rules?

Note: There are 2 correct answers to this question.

- * The Contextual Profile rules cannot be edited or re-ordered.
- * The Unified Customer Profile rules can be edited, re-ordered, and deleted.
- * The Contextual Profile rules cannot be edited, but can be re-ordered.
- * The Unified Customer Profile rules can be edited and re-ordered, but not deleted.

NO.47 Which of the following are event configuration steps in a source application? Note: There are 2 correct answers to this question.

- * Model
- * Mappings
- * Authentication
- * API connection

When configuring events in a source application for integration with SAP Customer Data Platform, certain key steps ensure the seamless and secure transmission of event data. Two critical components of this configuration process are:

B . Mappings: Event data often originates in formats and structures that differ from the schema used by the target system, in this case, the SAP Customer Data Platform. Mappings are essential for translating the event data structure from the source application into a format that is understood by the platform. This involves defining how each piece of data in the source event correlates to attributes within the SAP Customer Data Platform, ensuring data is ingested accurately and meaningfully.

C . Authentication: Securely transmitting event data from a source application to the SAP Customer Data Platform requires proper authentication mechanisms. This step ensures that only authorized sources can send data, maintaining the integrity and security of the data being ingested. Authentication can involve various methods, such as API keys, OAuth tokens, or other secure authentication protocols, to establish a trusted connection between the source application and the SAP Customer Data Platform.

These steps are fundamental in the event configuration process within a source application, ensuring that the data is not only correctly mapped to the SAP Customer Data Platform's schema but also securely transmitted.

Reference:

SAP Customer Data Platform documentation on integrating source applications and event data ingestion.

Best practices guides for data mapping and secure authentication in the context of event configuration for SAP Customer Data Platform.

NO.48 What does the Activities tab in the customer dashboard show to the user? Note: There are 2 correct answers to this question.

- * An activity timeline showing the customer's past activities

- * The customer's calculated indicators
- * The amount spent in the customer's last order
- * A customer engagement chart showing the times of day and days of the week the customer is most active

The Activities tab in the customer dashboard of the SAP Customer Data Platform provides users with a visual representation of customer interactions. It includes an activity timeline that displays the customer's past activities, offering insights into their engagement history. Additionally, it features a customer engagement chart that illustrates the times of day and days of the week when the customer is most active, aiding in understanding the customer's behavior patterns. Reference = This explanation is based on the information available in the SAP Help Portal and SAP Learning Journeys, which describe the functionalities of the Activities tab within the customer dashboard¹².

NO.49 On which level of a B2B data model should a role (for example, Sales Manager or CEO) of a B2B customer be stored?

- * Segment
- * Relationship
- * Group
- * Customer profile

In the context of a B2B data model within the SAP Customer Data Platform, the role of an individual, such as a Sales Manager or CEO, should be stored at the 'Relationship' level. This is because the 'Relationship' level allows for the association of roles and responsibilities with specific individuals within the context of their interactions and connections to other entities in the B2B landscape¹².

Reference =

SAP Help Portal: B2B for SAP Customer Data Platform².

SAP Customer Data Cloud Group Model Management documentation³.

NO.50 You want to create a calculated indicator.

What attributes from the customer schema can you use?

Note: There are 3 correct answers to this question.

- * Events
- * Profiles
- * Activity indicators
- * Actions
- * Segments

NO.51 What can you do with the Audit Search API?

- * SubmitWsConfiguration.
- * GetAllSearches.
- * Query All Customers.
- * Query Single Activity.

NO.52 The customer schema of a group includes two predefined attributes that can be used for B2B scenarios.

Which of the following attributes are the two predefined ones?

Note: There are 2 correct answers to this question.

- * BusinessName
- * Accountid

- * BusinessId
- * AccountName

NO.53 You want to implement family customer accounts in SAP Customer Data Platform.

What is the best way to do this?

- * By using a predefined profile schema
- * By using custom profile attributes
- * By using groups and relationships
- * By using customized segments

NO.54 Which features of SAP Customer Data Platform can be used to perform verification and transformation of ingested data?

Note: There are 3 correct answers to this question.

- * Normalization
- * Validation
- * Extensions
- * Scripting
- * Transformer

In the SAP Customer Data Platform, ensuring the quality and consistency of ingested data is crucial for maintaining accurate and actionable customer profiles. The platform provides several features to perform verification and transformation of this data:

A . Validation: This feature checks the ingested data against predefined schemas or rules to ensure it meets the required standards and formats. Validation helps in identifying and rejecting incorrect or malformed data before it enters the system, thus maintaining data integrity.

B . Scripting: Scripting allows for the customization of data processing logic, including data validation, transformation, and enrichment. Through scripting, complex data manipulation tasks can be automated, such as reformatting values, concatenating fields, or applying conditional logic to data fields.

E . Normalization: Normalization involves standardizing and cleaning the data to ensure consistency across different data sources and types. This may include tasks such as converting dates to a standard format, standardizing address information, or mapping varied terms to a unified set of values.

These features work together to ensure that the data ingested into the SAP Customer Data Platform is accurate, consistent, and in the correct format for further processing and analysis.

Reference:

SAP Customer Data Platform documentation on data management capabilities.

Best practices for data validation, scripting, and normalization in the SAP Customer Data Platform.

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