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QUESTION 1

What is the rile of data quality in achieving AI business Objectives?

A. Data quality is unnecessary because AI can work with all data types.

B. Data quality is required to create accurate AI data insights.

C. Data quality is important for maintain Ai data storage limits

Correct Answer: B

"Data quality is required to create accurate AI data insights. Data quality is the degree to which data is accurate, complete, consistent, relevant, and timely for the AI task. Data quality can affect the performance and reliability of AI systems, as they depend on the quality of the data they use to learn from and make predictions. Data quality can also affect the accuracy and validity of AI data insights, as they reflect the quality of the data used or generated by AI systems."

QUESTION 2

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 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.

QUESTION 4

How does poor data quality affect predictive and generative AI models?

A. Creates inaccurate results

B. Increases raw data volume

C. Decreases storage efficiency

Correct Answer: A

Poor data quality significantly impacts the performance of predictive and generative AI models by leading to inaccurate and unreliable results. Factors such as incomplete data, incorrect data, or poorly formatted data can mislead AI models during the learning phase, causing them to make incorrect assumptions, learn inappropriate patterns, or generalize poorly to new data. This inaccuracy can be detrimental in applications where precision is critical, such as in predictive analytics for sales forecasting or customer behavior analysis. Salesforce emphasizes the importance of data quality for AI model effectiveness in their AI best practices guide, which can be reviewed on Salesforce AI Best Practices.

QUESTION 5

To avoid introducing unintended bias to an AI model, which type of data should be omitted?

A. Transactional

B. Engagement

C. Demographic

Correct Answer: C

"Demographic data should be omitted to avoid introducing unintended bias to an AI model. Demographic data is data that describes the characteristics of a population or a group of people, such as age, gender, race, ethnicity, income, education, or occupation. Demographic data can lead to bias if it is used to discriminate or treat people differently based on their identity or attributes. Demographic data can also reflect existing biases or stereotypes in society or culture, which can affect the fairness and ethics of AI systems."