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QUESTION 1

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 2

Cloud Kicks uses Einstein to generate predictions out is not seeing accurate results?

What to a potential mason for this?

A. Poor data quality

B. The wrong product

C. Too much data

Correct Answer: A

"Poor data quality is a potential reason for not seeing accurate results from an AI model. Poor data quality means that the data is inaccurate, incomplete, inconsistent, irrelevant, or outdated for the AI task. Poor data quality can affect the performance and reliability of AI models, as they may not have enough or correct information to learn from or make accurate predictions."

QUESTION 3

A healthcare company implements an algorithm to analyze patient data and assist in medical diagnosis.

Which primary role does data Quality play In this AI application?

A. Enhanced accuracy and reliability of medical predictions and diagnoses

B. Ensured compatibility of AI algorithms with the system\\'s Infrastructure

C. Reduced need for healthcare expertise in interpreting AI outouts

Correct Answer: A

"Data quality plays a crucial role in enhancing the accuracy and reliability of medical predictions and diagnoses. Poor data quality can lead to inaccurate or misleading results, which can have serious consequences for patients\' health and well-being. Therefore, it is important to ensure that the data used for AI applications in healthcare is accurate, complete, consistent, and relevant."

QUESTION 4

Salesforce defines bias as using a person\'s Immutable traits to classify them or market to them. Which potentially sensitive attribute is an example of an immutable trait?

A. Financial status

B. Nickname

C. Email address

Correct Answer: A

"Financial status is an example of an immutable trait. Immutable traits are characteristics that are inherent, fixed, or unchangeable. For example, financial status is an immutable trait because it is determined by factors beyond one\'s control, such as birth, inheritance, or economic conditions. Nickname and email address are not immutable traits because they can be changed by choice or preference."

QUESTION 5

What is an example of Salesforce\'s Trusted AI Principle of Inclusivity in practice?

A. Testing models with diverse datasets

B. Striving for model explain ability

C. Working with human rights experts

Correct Answer: A

"An example of Salesforce\'s Trusted AI Principle of Inclusivity in practice is testing models with diverse datasets. Inclusivity means that AI systems should be designed and developed with respect for diversity and inclusion of different perspectives, backgrounds, and experiences. Testing models with diverse datasets can help ensure that the models are fair, unbiased, and representative of the target population or domain."

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