# SALESFORCE-AI-ASSOCIATE<sup>Q&As</sup>

Salesforce Certified AI Associate

## Pass Salesforce SALESFORCE-AI-ASSOCIATE Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

https://www.geekcert.com/salesforce-ai-associate.html

### 100% Passing Guarantee
### 100% Money Back Assurance

Following Questions and Answers are all new published by Salesforce Official Exam Center

⚙ **Instant Download** After Purchase

⚙ **100% Money Back** Guarantee

⚙ **365 Days** Free Update

⚙ **800,000+** Satisfied Customers

**QUESTION 1**

What are the three commonly used examples of AI in CRM?

A. Predictive scoring, reporting, Image classification

B. Predictive scoring, forecasting, recommendations

C. Einstein Bots, face recognition, recommendations

Correct Answer: B

"Predictive scoring, forecasting, and recommendations are three commonly used examples of AI in CRM. Predictive scoring can help prioritize leads, opportunities, and customers based on their likelihood to convert, churn, or buy. Forecasting can help predict future sales, revenue, or demand based on historical data and trends. Recommendations can help suggest the best products, services, or actions for each customer based on their preferences, behavior, and needs."

**QUESTION 2**

Cloud Kicks implements a new product recommendation feature for its shoppers that recommends shoes of a given color to display to customers based on the color of the products from their purchase history.

Which type of bias is most likely to be encountered in this scenario?

A. Confirmation

B. Survivorship

C. Societal

Correct Answer: A

"Confirmation bias is most likely to be encountered in this scenario. Confirmation bias is a type of bias that occurs when data or information confirms or supports one\\'s existing beliefs or expectations. For example, confirmation bias can occur when a product recommendation feature only recommends shoes of a given color based on the customer\\'s purchase history, without considering other factors or preferences that may influence their choice."

**QUESTION 3**

Cloud Kicks wants to improve the quality of its AI model\\'s predictions with the use of a large amount of data.

Which data quality element should the company focus on?

A. Accuracy

B. Location

C. Volume

Correct Answer: A

To improve the quality of AI model predictions, Cloud Kicks should focus on the accuracy of the data. Accurate data ensures that the insights and predictions generated by AI models are reliable and valid. Data accuracy involves correcting errors, filling missing values, and verifying data sources to enhance the quality of information fed into the AI systems. Focusing on data accuracy helps in minimizing prediction errors and enhances the decision-making process based on AI insights. For more details on the importance of data quality in AI models, Salesforce provides extensive guidance in their documentation, which can be found at Data Quality and AI.

---

## QUESTION 4

What is a potential source of bias in training data for AI models?

A. The data is collected in area time from sources systems.

B. The data is skewed toward is particular demographic or source.

C. The data is collected from a diverse range of sources and demographics.

Correct Answer: B

"A potential source of bias in training data for AI models is that the data is skewed toward a particular demographic or source. Skewed data means that the data is not balanced or representative of the target population or domain. Skewed data can introduce or exacerbate bias in AI models, as they may overfit or underfit the model to a specific subset of data. For example, skewed data can lead to bias if the data is collected from a limited or biased demographic or source, such as a certain age group, gender, race, location, or platform."

---

## QUESTION 5

A customer using Einstein Prediction Builder is confused about why a certain prediction was made.

Following Salesforce\\'s Trusted AI Principle of Transparency, which customer information should be accessible on the Salesforce Platform?

A. An explanation of how Prediction Builder works and a link to Salesforce\\'s Trusted AI Principles

B. An explanation of the prediction\\'s rationale and a model card that describes how the model was created

C. A marketing article of the product that clearly outlines the oroduct\\'s capabilities and features

Correct Answer: B

"An explanation of the prediction\\'s rationale and a model card that describes how the model was created should be accessible on the Salesforce Platform following Salesforce\\'s Trusted AI Principle of Transparency. Transparency means that AI systems should be designed and developed with respect for clarity and openness in how they work and why they make certain decisions. Transparency also means that AI users should be able to access relevant information and documentation about the AI systems they interact with."