Exam Questions Salesforce-AI-Associate

Salesforce Certified AI Associate Exam (SU23)

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NEW QUESTION 1
Which type of bias imposes a system ‘s values on others?

A. Societal
B. Automation
C. Association

Answer: A

Explanation:
“Societal bias is the type of bias that imposes a system’s values on others. Societal bias is a type of bias that reflects the assumptions, norms, or values of a specific society or culture. Societal bias can affect the fairness and ethics of AI systems, as they may affect how different groups or domains are perceived, treated, or represented by AI systems. For example, societal bias can occur when AI systems impose a system’s values on others, such as using Western standards of beauty or success to judge or rank people from other cultures.”

NEW QUESTION 2
What is the key difference between generative and predictive AI?

A. Generative AI creates new content based on existing data and predictive AI analyzes existing data.
B. Generative AI finds content similar to existing data and predictive AI analyzes existing data.
C. Generative AI analyzes existing data and predictive AI creates new content based on existing data.

Answer: A

Explanation:
“The key difference between generative and predictive AI is that generative AI creates new content based on existing data and predictive AI analyzes existing data. Generative AI is a type of AI that can generate novel content such as images, text, music, or video based on existing data or inputs. Predictive AI is a type of AI that can analyze existing data or inputs and make predictions or recommendations based on patterns or trends.”

NEW QUESTION 3
Which best describes the different between predictive AI and generative AI?

A. Predictive new and original output for a given input.
B. Predictive AI and generative have the same capabilities differ in the type of input they receive: predictive AI receives raw data whereas generation AI receives natural language.
C. Predictive AI uses machine learning to classes or predict output from its input data whereas generative AI does not use machine learning to generate its output

Answer: A

Explanation:
“The difference between predictive AI and generative AI is that predictive AI analyzes existing data to make predictions or recommendations based on patterns or trends, while generative AI creates new content based on existing data or inputs. Predictive AI is a type of AI that uses machine learning techniques to learn from existing data and make predictions or recommendations based on the data. For example, predictive AI can be used to forecast sales, revenue, or demand based on historical data and trends. Generative AI is a type of AI that uses machine learning techniques to generate novel content such as images, text, music, or video based on existing data or inputs. For example, generative AI can be used to create realistic faces, write summaries, compose songs, or produce videos.”

NEW QUESTION 4
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

Answer: C

Explanation:
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.

NEW QUESTION 5
Which best describes the difference between predictive AI and generative Al?

A. Predictive AT uses machine learning to classify or predict outputs from its input data whereas generative Al does not use machine learning to generate its output.
B. Predictive Al uses machine learning to classify or predict outputs from its input data whereas generative Al uses machine learning to generate new and original output for 4 given input
C. Predictive Al and generative Al have the same capabilities but differ in the type of input they receive; predictive AT receives raw data whereas generative AT receives natural language.

Answer: B

Explanation:
Predictive AI and generative AI represent two different applications of machine learning technologies. Predictive AI focuses on making predictions based on historical data. It analyzes past data to forecast future outcomes, such as customer churn or sales trends. On the other hand, generative AI is designed to generate

new and original outputs based on the learned data patterns. This includes tasks like creating new images, text, or music that resemble the training data but do not duplicate it. Both types of AI use machine learning, but their objectives and outputs are distinct. For detailed differences and applications in a Salesforce context, Salesforce's guide on AI technologies is a helpful resource, accessible at Salesforce AI Technologies.

NEW QUESTION 6
Cloud Kicks relies on data analysis to optimize its product recommendation; however, CK encounters a recurring Issue of Incomplete customer records, with missing contact Information and incomplete purchase histories.
How will this incomplete data quality impact the company's operations?

A. The accuracy of product recommendations is hindered.
B. The diversity of product recommendations Is Improved.
C. The response time for product recommendations is stalled.

Answer: A

Explanation:
"The incomplete data quality will impact the company's operations by hindering the accuracy of product recommendations. Incomplete data means that the data is missing some values or attributes that are relevant for the AI task. Incomplete data can affect the performance and reliability of AI models, as they may not have enough information to learn from or make accurate predictions. For example, incomplete customer records can affect the quality of product recommendations, as the AI model may not be able to capture the customers' preferences, behavior, or needs."

NEW QUESTION 7
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

Answer: A

Explanation:
"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."

NEW QUESTION 8
Cloud kicks wants to develop a solution to predict customers' interest based on historical data. The company found that employee region uses a text field to capture the product category while employee from all other locations use a picklist.
Which dimension of data quality is affected in this scenario?

A. Accuracy
B. Consistency
C. Completeness

Answer: B

Explanation:
"Consistency is the dimension of data quality that is affected in this scenario. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources. Inconsistent data can cause confusion, errors, or duplication in data analysis and processing. For example, using different field types for the same attribute can affect the consistency of the data."

NEW QUESTION 9
What does the term "data completeness" refer to in the context of data quality?

A. The degree to which all required data points are present in the dataset
B. The process of aggregating multiple datasets from various databases
C. The ability to access data from multiple sources in real time

Answer: A

Explanation:
Data completeness is a measure of data quality that assesses whether all required data points are present in a dataset. It checks for missing values or gaps in data necessary for accurate analysis and decision-making. In the context of Salesforce, ensuring data completeness is crucial for the effectiveness of CRM operations, reporting, and AI-driven applications like Salesforce Einstein, which rely on complete data to function optimally. Salesforce provides various tools and features, such as data validation rules and batch data import processes, that help maintain data completeness across its platform. Detailed guidance on managing data quality in Salesforce can be found in the Salesforce Help documentation on data management at Salesforce Help Data Management.

NEW QUESTION 10
A system admin recognizes the need to put a data management strategy in place. What is a key component of data management strategy?

A. Naming Convention
B. Data Backup
C. Color Coding

Answer: B

Explanation:

Data Backup is a key component of a data management strategy. A data backup is a process of creating and storing copies of data in a separate location or device to prevent data loss or damage in case of a disaster, accident, or malicious attack. A data backup can help ensure data availability, reliability, and security by allowing data to be restored or recovered in the event of a data breach, corruption, or deletion. A data management strategy should include a data backup plan that defines the frequency, scope, method, and location of data backups, as well as the roles and responsibilities of the data backup team.

NEW QUESTION 10
Which AI tool is a web of connections, guided by weights and biases?

A. Neural networks
B. Predictive Analytics
C. Rules- based systems
D. Mark this item for later review,

Answer: A

Explanation:
Neural networks are a key AI tool designed as a web of interconnected nodes, similar to the human brain's structure. Each connection, or synapse, in a neural network is guided by weights and biases that are adjusted during the learning process. These weights and biases determine the strength and influence of one node over another, facilitating complex pattern recognition and decision-making processes. Neural networks are extensively used in machine learning for tasks like image and speech recognition, among others. For more on neural networks in the context of Salesforce AI, see the Salesforce AI documentation on Neural Networks.

NEW QUESTION 11
Which data does Salesforce automatically exclude from marketing Cloud Einstein engagement model training to mitigate bias and ethic…

A. Geographic
B. Geographic
C. Cryptographic

Answer: B

Explanation:
"Demographic data is the data that Salesforce automatically excludes from Marketing Cloud Einstein engagement model training to mitigate bias and ethical concerns. 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. Salesforce excludes demographic data from Marketing Cloud Einstein engagement model training to mitigate bias and ethical concerns by ensuring that the models are based on behavioral data rather than personal data."

NEW QUESTION 13
A data quality expert at Cloud Kicks want to ensure that each new contact contains at least an email address …
Which feature should they use to accomplish this?

A. Autofill
B. Duplicate matching rule
C. Validation rule

Answer: C

Explanation:
"A validation rule should be used to ensure that each new contact contains at least an email address or phone number. A validation rule is a feature that checks the data entered by users for errors before saving it to Salesforce. A validation rule can help ensure data quality by enforcing certain criteria or conditions for the data values."

NEW QUESTION 18
What is a Key consideration regarding data quality in AI implementation?

A. Techniques from customizing AI features in Salesforce
B. Data's role in training and fine-tuning Salesforce AI models
C. Integration process of AI models with Salesforce workflows

Answer: B

Explanation:
"Data's role in training and fine-tuning Salesforce AI models is a key consideration regarding data quality in AI implementation. 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's role in training and fine-tuning Salesforce AI models means understanding how data is used to build, train, test, and improve AI models in Salesforce, such as Einstein Prediction Builder or Einstein Discovery."

NEW QUESTION 21
What should organizations do to ensure data quality for their AI initiatives?

A. Collect and curate high-quality data from reliable sources.
B. Rely on AI algorithms to automatically handle data quality issues.
C. Prioritize model fine-tuning over data quality improvements.

Answer: A

Explanation:
"Organizations should collect and curate high-quality data from reliable sources to ensure data quality for their AI initiatives. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. Reliable sources mean that the data is trustworthy, credible, and authoritative. Collecting and curating high- quality data from reliable sources can improve the performance and reliability of AI systems."

NEW QUESTION 25
What is Salesforce's Trusted AI Principle of Transparency?

A. The customization of AT features to meet specific business requirements
B. The integration of AT models with Salesforce workflows
C. The clear and understandable explanation of Al decisions and actions

Answer: C

Explanation:
Salesforce's Trusted AI Principle of Transparency emphasizes the importance of providing clear and understandable explanations of AI decisions and actions. This principle ensures that users can understand how AI conclusions are drawn, which is crucial for trust and accountability, especially in business applications where AI decisions can have significant impacts. Transparency helps mitigate the "black box" nature of AI systems by making them more interpretable and allows for better oversight, compliance, and alignment with ethical guidelines. Salesforce elaborates on these principles in their ethical AI practices, which can be further explored at Salesforce Ethical AI.

NEW QUESTION 28
What should be done to prevent bias from entering an AI system when training it?

A. Use alternative assumptions.
B. Import diverse training data.
C. Include Proxy variables.

Answer: B

Explanation:
"Using diverse training data is what should be done to prevent bias from entering an AI system when training it. Diverse training data means that the data covers a wide range of features and patterns that are relevant for the AI task. Diverse training data can help prevent bias by ensuring that the AI system learns from a balanced and representative sample of the target population or domain. Diverse training data can also help improve the accuracy and generalization of the AI system by capturing more variations and scenarios in the data."

NEW QUESTION 30
Cloud Kicks' latest email campaign is struggling to attract new customers. How can AI increase the company's customer email engagement?

A. Create personalized emails
B. Resend emails to inactive recipients
C. Remove invalid email addresses

Answer: A

Explanation:
AI can significantly increase customer email engagement by creating personalized emails. Salesforce Einstein AI enhances email marketing campaigns by analyzing customer data and past interactions to tailor the content, timing, and recommendations within emails. This personalization leads to higher engagement rates as emails resonate more closely with individual preferences and behaviors. Salesforce Marketing Cloud provides tools to leverage AI for crafting personalized email campaigns, ensuring that emails are relevant and appealing to recipients. For more insights into how AI can be used to enhance email marketing, see the Salesforce Marketing Cloud page at Salesforce Marketing Cloud Email Studio.

NEW QUESTION 34
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

Answer: A

Explanation:
"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."

NEW QUESTION 37
Cloud Kicks plans to use automated chat as its primary support channel. Which Einstein feature should they use?

A. Discovery
B. Bots
C. Next Best Action

Answer: B

Explanation:

For Cloud Kicks, using automated chat as the primary support channel, the recommended Einstein feature is Bots. Einstein Bots are designed to automate customer interactions on common issues through chat and messaging platforms. They can handle routine requests, provide quick answers to frequently asked questions, and escalate more complex issues to human agents. Using Einstein Bots helps improve customer service efficiency and speed, leading to enhanced customer satisfaction. To learn more about setting up and optimizing Einstein Bots for a business, you can visit the Salesforce documentation on Einstein Bots at Salesforce Einstein Bots.

NEW QUESTION 39
What is a benefit of a diverse, balanced, and large dataset?

A. Training time
B. Data privacy
C. Model accuracy

Answer: C

Explanation:
"Model accuracy is a benefit of a diverse, balanced, and large dataset. A diverse dataset can capture a variety of features and patterns that are relevant for the AI task. A balanced dataset can avoid overfitting or underfitting the model to a specific subset of data. A large dataset can provide enough information for the model to learn from and generalize well to new data."

NEW QUESTION 44
What is a key characteristic of machine learning in the context of AI capabilities?

A. Uses algorithms to learn from data and make decisions
B. Relies on preprogrammed rules to make decisions
C. Can perfectly mimic human intelligence and decision-making

Answer: A

Explanation:
"Machine learning is a key characteristic of AI capabilities that uses algorithms to learn from data and make decisions. Machine learning is a branch of AI that enables computers to learn from data without being explicitly programmed. Machine learning algorithms can analyze data, identify patterns, and make predictions or recommendations based on the data."

NEW QUESTION 47
Cloud Kicks wants to create a custom service analytics application to analyze cases in Salesforce. The application should rely on accurate data to ensure efficient case resolution.
Which data quality dimension Is essential for this custom application?

A. Consistency
B. Duplication
C. Age

Answer: A

Explanation:
"Consistency is the data quality dimension that is essential for creating a custom service analytics application to analyze cases in Salesforce. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources. Consistent data can ensure that the custom application can accurately and efficiently analyze cases and provide meaningful insights."

NEW QUESTION 48
How does an organization benefit from using AI to personalize the shopping experience of online customers?

A. Customers are more likely to share personal information with a site that personalizes their experience.
B. Customers are more likely to be satisfied with their shopping experience.
C. Customers are more likely to visit competitor sites that personalize their experience.

Answer: B

Explanation:
"An organization benefits from using AI to personalize the shopping experience of online customers by increasing customer satisfaction. AI can help provide customized and relevant product recommendations, offers, or content based on the customers' preferences, behavior, or needs. AI can also help create a more engaging and interactive shopping experience by using natural language processing (NLP) or computer vision techniques. Personalized shopping experiences can improve customer satisfaction by meeting their expectations, needs, and interests."

NEW QUESTION 53
Cloud Kicks discovered multiple variations of state and country values in contact records. Which data quality dimension is affected by this issue?

A. Usage
B. Accuracy
C. Consistency

Answer: C

Explanation:
"Consistency is the data quality dimension that is affected by multiple variations of state and country values in contact records. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources. Inconsistent data can cause confusion, errors, or

duplication in data analysis and processing."

NEW QUESTION 58
Cloud Kicks wants to develop a solution to predict customers product interests based on historical data. The company found that employees from one region use a text field to capture the product category, while employees from all other locations use a plcklist.
Which data quality dimension is affected in this scenario?

A. Completeness
B. Accuracy
C. Consistency

Answer: C

Explanation:
"Consistency is the data quality dimension that is affected in this scenario. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources. Inconsistent data can cause confusion, errors, or duplication in data analysis and processing. For example, using different field types for the same attribute can affect the consistency of the data."

NEW QUESTION 63
A business analyst (BA) is preparing a new use case for AI. They run a report to check for null values in the attributes they plan to use.
Which data quality component Is the BA verifying by checking for null values?

A. Duplication
B. Usage
C. Completeness

Answer: C

Explanation:
By checking for null values, a business analyst (BA) is verifying the data quality component of completeness. Completeness refers to the absence of missing values or gaps in the data, which is essential for the accuracy and reliability of reports and analytics used in AI models. Null values can indicate incomplete data, which may adversely affect the performance of AI applications by leading to incorrect predictions or insights. Salesforce emphasizes the importance of data completeness for effective data analysis and provides tools for data quality assessment and improvement. Details on handling data completeness in Salesforce can be explored at Salesforce Help Data Management.

NEW QUESTION 66
Why is it critical to consider privacy concerns when dealing with AI and CRM data?

A. Ensures compliance with laws and regulations
B. Confirms the data is accessible to all users
C. Increases the volume of data collected

Answer: A

Explanation:
"It is critical to consider privacy concerns when dealing with AI and CRM data because it ensures compliance with laws and regulations. Data privacy is the right of individuals to control how their personal data is collected, used, shared, or stored by others. Data privacy laws and regulations are legal frameworks that define and enforce the rights and obligations of data subjects, data controllers, and data processors regarding personal data. Data privacy laws and regulations vary by country, region, or industry, and may impose different requirements or restrictions on how AI and CRM data can be handled."

NEW QUESTION 68
What is one technique to mitigate bias and ensure fairness in AI applications?

A. Ongoing auditing and monitoring of data that is used in AI applications
B. Excluding data features from the AI application to benefit a population
C. Using data that contains more examples of minority groups than majority groups

Answer: A

Explanation:
A technique to mitigate bias and ensure fairness in AI applications is ongoing auditing and monitoring of the data used in AI applications. Regular audits help identify and address any biases that may exist in the data, ensuring that AI models function fairly and without prejudice. Monitoring involves continuously checking the performance of AI systems to safeguard against discriminatory outcomes. Salesforce emphasizes the importance of ethical AI practices, including transparency and fairness, which can be further explored through Salesforce's AI ethics guidelines at Salesforce AI Ethics.

NEW QUESTION 72
Cloud Kicks wants to use an AI mode to predict the demand for shoes using historical data on sales and regional characteristics.
What is an essential data quality dimension to achieve this goal?

A. Reliability
B. Volume
C. Age

Answer: A

Explanation:
"Reliability is an essential data quality dimension to achieve the goal of predicting the demand for shoes using historical data on sales and regional

characteristics. Reliability means that the data values are trustworthy, credible, and authoritative for the AI task. Reliable data can improve the accuracy and confidence of AI predictions, as they reflect the true state or condition of the target population or domain. For example, reliable data can help predict the demand for shoes by using verified and validated sales and regional data."

NEW QUESTION 75
How does data quality impact the trustworthiness of AI-driven decisions?

A. The use of both low-quality and high-quality data can improve the accuracy and reliability of AI-driven decisions.
B. High-quality data improves the reliability and credibility of AI-driven decisions, fostering trust among users.
C. Low-quality data reduces the risk of overfitting the model, improving the trustworthiness of the predictions.

Answer: B

Explanation:
"High-quality data improves the reliability and credibility of AI-driven decisions, fostering trust among users. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. High-quality data can improve the performance and reliability of AI systems, as they have enough and correct information to learn from and make accurate predictions. High-quality data can also improve the trustworthiness of AI-driven decisions, as users can have more confidence and satisfaction in using AI systems."

NEW QUESTION 78
What is an implication of user consent in regard to AI data privacy?

A. AI ensures complete data privacy by automatically obtaining user consent.
B. AI infringes on privacy when user consent is not obtained.
C. AI operates Independently of user privacy and consent.

Answer: B

Explanation:
"AI infringes on privacy when user consent is not obtained. User consent is the permission or agreement given by a user to allow their personal data to be collected, used, shared, or stored by others. User consent is an important aspect of data privacy, which is the right of individuals to control how their personal data is handled by others. AI infringes on privacy when user consent is not obtained because it violates the user's rights and preferences regarding their personal data."

NEW QUESTION 80
A developer has a large amount of data, but it is scattered across different systems and is not standardized.
Which key data quality element should they focus on to ensure the effectiveness of the AI models?

A. Performance
B. Consistency
C. Volume

Answer: B

Explanation:
When data is scattered and not standardized, the key data quality element a developer should focus on is consistency. Consistency refers to the uniformity and standardization of data across different systems, which is crucial for integrating and analyzing data effectively, especially when developing AI models. Inconsistent data can lead to errors in analysis, poor AI model performance, and misleading insights. Salesforce provides tools and practices for ensuring data consistency, such as data integration and management solutions that help standardize and synchronize data across platforms. For more information on Salesforce data management, refer to the Salesforce data management tools at Salesforce Data Management.

NEW QUESTION 85
What are some key benefits of AI in improving customer experiences in CRM?

A. Improves CRM security protocols, safeguarding sensitive customer data from potential breaches and threats
B. Streamlines case management by categorizing and tracking customer support cases, identifying topics, and summarizing case resolutions
C. Fully automates the customer service experience, ensuring seamless automated interactions with customers

Answer: B

Explanation:
"Streamlining case management by categorizing and tracking customer support cases, identifying topics, and summarizing case resolutions are some key benefits of AI in improving customer experiences in CRM. AI can help automate and optimize various aspects of customer service, such as routing cases to the right agents, providing relevant information or suggestions, and generating reports or insights. AI can also help enhance customer satisfaction and loyalty by reducing wait times, improving response quality, and providing personalized solutions."

NEW QUESTION 87
What is the most likely impact that high-quality data will have on customer relationships?

A. Increased brand loyalty
B. Higher customer acquisition costs
C. Improved customer trust and satisfaction

Answer: C

Explanation:
"The most likely impact that high-quality data will have on customer relationships is improved customer trust and satisfaction. High-quality data means that the

data is accurate, complete, consistent, relevant, and timely for the AI task. High-quality data can improve customer relationships by enabling AI systems to provide personalized and relevant products, services, or solutions that meet the customers' expectations, needs, and interests. High-quality data can also improve customer trust and satisfaction by reducing errors, delays, or waste in customer interactions."

NEW QUESTION 92
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

Answer: B

Explanation:
"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."

NEW QUESTION 93
The Cloud technical team is assessing the effectiveness of their AI development processes?
Which established Salesforce Ethical Maturity Model should the team use to guide the development of trusted AI solution?

A. Ethical AI Prediction Maturity Model
B. Ethical AI Process Maturity Model
C. Ethical AI practice Maturity Model

Answer: B

Explanation:
"The Ethical AI Process Maturity Model is the established Salesforce Ethical Maturity Model that the Cloud technical team should use to guide the development of trusted AI solutions. The Ethical AI Process Maturity Model is a framework that helps assess and improve the ethical and responsible practices and processes involved in developing and deploying AI systems. The Ethical AI Process Maturity Model consists of five levels of maturity: Ad Hoc, Aware, Defined, Managed, and Optimized. The Ethical AI Process Maturity Model can help guide the development of trusted AI solutions by providing a roadmap and best practices for achieving higher levels of ethical maturity."

NEW QUESTION 97
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

Answer: B

Explanation:
"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."

NEW QUESTION 98
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

Answer: A

Explanation:
"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."

NEW QUESTION 103
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

Answer: A

Explanation:
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.

NEW QUESTION 106
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