

Salesforce Certified Administrator – Detailed Exam Content

Core Functional Areas

◆ Organization Setup

This section focuses on configuring the core environment of the Salesforce platform:

- Company settings
- Fiscal year and business hours
- Currency management
- User interface customization

◆ User Setup & Management

Covers how to manage users within the system:

- Creating and managing users
- Assigning roles and profiles
- Permission sets
- Login access and restrictions

◆ Security & Access

A critical area that tests your understanding of data security:

- Role hierarchy
- Organization-wide defaults (OWD)
- Sharing rules
- Field-level security

#Security #AccessControl

◆ Standard & Custom Objects

Focuses on managing data structures:

- Creating custom objects
- Defining fields and relationships
- Page layouts
- Record types

◆ Sales & Marketing Applications

- Lead and opportunity management
- Campaign management
- Sales processes
- Forecasting basics

◆ Service & Support Applications

- Case management
- Support processes
- Knowledge base
- Service console

◆ Data Management

- Data import and export
- Data validation rules
- Duplicate management
- Data quality and cleansing

◆ Analytics & Reporting

- Creating reports
- Custom report types
- Dashboards
- Data visualization

◆ Workflow & Automation

- Workflow rules
- Process Builder / Flow
- Approval processes
- Automation tools
- #Automation #Salesforce
- Exam Question Style
- Scenario-based questions
- Multiple choice
- Multiple select