

Data Explorer and Profile Explorer for Quick Validation

1. Overview

In Salesforce Data Cloud, two important tools are provided for data validation and verification: **Data Explorer** and **Profile Explorer**.

Both tools help users confirm that data has been ingested, unified, and activated correctly across all stages of the Data Cloud workflow.

Tool	Purpose	Used For
Data Explorer	Explore and validate raw or modeled data such as DLOs, DMOs, and CIOs	Data quality checks, schema validation, ingestion verification
Profile Explorer	View unified customer profiles created after identity resolution	Validation of unified data, relationships, and calculated insights

2. Data Explorer

Data Explorer is the workspace used to validate data inside Salesforce Data Cloud. It allows users to review the data contained in Data Lake Objects (DLOs), Data Model Objects (DMOs), and Calculated Insight Objects (CIOs).

It helps confirm whether data ingestion, transformations, and mappings were successful.

Key Capabilities

Feature	Description
Search Objects	Quickly locate any DLO, DMO, or CIO by name
View Schema	Displays all fields, data types, and relationships
Preview Data	Shows a sample of rows directly within the interface
Validate Transformations	Confirms that mappings and transformations ran successfully
View Relationships	Shows links between model objects
Check Row Counts	Verifies that all records have loaded correctly
Error Diagnostics	Displays any ingestion or transformation errors

Use Case Example

A retail company uploads a CSV file of daily purchase data into a DLO named ***Purchase_Transactions_DLO***.

Steps for validation:

1. Open Data Explorer and select Purchase_Transactions_DLO.
2. Preview the data to ensure that all expected columns such as transaction_id, amount, and payment_mode are present.
3. Check that the record count matches the uploaded file.
4. Verify that data types and formats are correct.
5. After running a transformation, open the Customer_360_DMO to confirm that data was merged correctly.

Result: The ingestion and transformation are confirmed to be successful.

3. Profile Explorer

Profile Explorer allows users to view and validate unified customer profiles that have been created after identity resolution.

Each profile shows the complete customer view by combining data from multiple sources such as CRM, marketing, and point-of-sale systems.

Key Capabilities

Feature	Description
Unified Profile View	Displays merged customer profiles after deduplication
Identity Graph	Visualizes how identifiers such as email or phone are linked
Linked Entities	Shows related objects such as orders or cases
Attribute Values	Displays calculated metrics such as lifetime value
Segment Membership	Lists marketing segments the customer belongs to
Real-Time Lookup	Allows search by ID, name, or email
Activity History	Displays events like purchases or visits

Use Case Example

Continuing the retail example, after identity resolution, the team wants to check whether the customer John Smith's data is unified correctly.

Steps for validation:

1. Open Profile Explorer and search for John Smith or his email.
2. Confirm that his data from different systems (POS, web, CRM) is merged.
3. Check the identity graph to verify that multiple identifiers are linked.
4. Review attributes such as total purchases, last purchase date, and lifetime value.

5. Ensure that John is part of the “High Value Shoppers” segment.

Result: The customer profile is unified and validated successfully.

4. When to Use Each Explorer

Stage	Tool	Purpose
After data ingestion	Data Explorer	Check DLO records and structure
After transformation and mapping	Data Explorer	Validate DMOs
After identity resolution	Profile Explorer	Confirm unified profiles
After calculated insights	Data Explorer	Validate CIO outputs
Before activation or segmentation	Profile Explorer	Check segment membership and completeness

5. Example: ShopEase Retail

ShopEase is a retail brand that uses Salesforce Data Cloud to unify customer data from its website, stores, CRM, and marketing tools.

Validation Steps

Stage	Tool	Validation	Outcome
Data ingestion	Data Explorer	Verify that DLOs loaded correctly	Raw data validated
Data modeling	Data Explorer	Check the structure and count of DMOs	Data correctly mapped
Identity resolution	Profile Explorer	Inspect unified profiles	Duplicate-free profiles created
Calculated insights	Data Explorer	Validate monthly sales data in CIO	Metrics confirmed

Stage	Tool	Validation	Outcome
Activation	Profile Explorer	Confirm segment membership	Ready for marketing campaign

Results

Metric	Before Implementation	After Using Data Cloud
Duplicate records	22 percent	Less than 2 percent
Campaign conversion rate	6 percent	11 percent
Data preparation time	4 days	4 hours
Average order value	57 USD	74 USD

6. Key Benefits

Benefit	Description
No-code validation	Users can explore data visually without queries
Faster troubleshooting	Data issues can be identified quickly
Schema transparency	Data structure and relationships are easy to view
360-degree visibility	Unified profiles show complete customer view
Quality assurance	Ensures readiness before analytics or activation
Real-time feedback	Helps resolve issues before deployment

7. Best Practices

1. Use Data Explorer after every data load to confirm schema and record counts.
2. Use filters to identify missing or invalid data.
3. Use Profile Explorer to verify that identity resolution rules are functioning correctly.

4. Regularly validate calculated insights and KPI values using Data Explorer.
5. Train business and marketing users to use Profile Explorer for customer verification.

8. Summary

Feature	Data Explorer	Profile Explorer
Purpose	Data validation and schema inspection	Unified profile verification
Data Types Supported	DLO, DMO, CIO	Unified Individual, Account
Interface	Tabular data view	Person-centered visual view
Primary Use	Data engineering validation	Business and marketing validation
Example	Validate purchase data ingestion	Validate customer profile unification

Final Summary

Data Explorer ensures that all data entering and flowing through Salesforce Data Cloud is accurate and properly formatted.

Profile Explorer confirms that identity resolution and unification rules have produced a single, complete customer profile that is ready for segmentation, activation, and analysis.

Together, these tools allow both technical and business users to quickly validate data quality, strengthen trust, and accelerate deployment across Salesforce Data Cloud.