

Using Data Explorer to Spot-Check Mapped

1. Introduction

After completing your **DLO → DMO mappings**, one of the most critical validation steps in Salesforce Data Cloud is to **verify that your mappings worked correctly**. This is done using **Data Explorer**, a built-in tool that allows you to **preview, validate, and troubleshoot** ingested and mapped data without running queries or exporting files.

Data Explorer helps you confirm that:

- The data from source systems (DLOs) has loaded correctly,
 - Mapped fields are transformed accurately into the target Data Model Object (DMO), and
 - The resulting DMO is ready for **identity resolution, segmentation, or activation**.
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2. What Is Data Explorer?

Data Explorer is a feature in **Salesforce Data Cloud → Data Manager** that provides a **visual, no-code interface** for examining data in:

- **Data Lake Objects (DLOs)** – Raw, ingested data.
- **Data Model Objects (DMOs)** – Standardized, unified data.
- **Calculated Insight Objects (CIOs)** – Derived metrics and aggregated results.

It is primarily used by data engineers, administrators, and analysts to **spot-check data quality and mapping accuracy** throughout the pipeline.

3. Why Use Data Explorer for Mapped Data Validation?

When you map data between DLOs and DMOs, several issues can occur:

- Field mapping errors (incorrect or missing mappings).
- Data type mismatches (text vs number).
- Null or incomplete records.
- Transformation logic errors (wrong formulas, casing, or formats).

By **spot-checking** in Data Explorer, you can quickly identify and fix these issues before they impact downstream processes.

4. Typical Flow Where Data Explorer Fits

Stage	Action	Purpose	Tool
1	Data ingestion	Raw data enters DLOs	Data Stream
2	Mapping and transformation	Fields from DLOs mapped to DMOs	Mapping UI
3	Spot-check validation	Verify mapped data	Data Explorer
4	Unification	Merge DMOs into unified profiles	Identity Resolution
5	Activation	Use unified data in segments, insights	Activation Studio

5. Step-by-Step: How to Spot-Check Mapped Data Using Data Explorer

Step 1: Access Data Explorer

1. In Salesforce, open the **Data Cloud app**.
 2. From the navigation menu, go to **Data Manager** → **Data Explorer**.
 3. You'll see a list of all available data objects — DLOs, DMOs, and CIOs.
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Step 2: Select the Target Object (DMO)

- Choose the **Data Model Object (DMO)** you want to verify.
Example: Customer_360_DMO or Transaction_DMO.
 - Data Explorer will display a preview of the mapped data — including fields, types, and record samples.
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Step 3: Review Field Mapping Accuracy

- Check that all expected **fields** appear in the DMO.
- Verify that **values** match what you expect based on the source DLO.
- Ensure that transformation logic has been applied correctly (for example, date formats, text capitalization, or rounding).

Example Check	Expected Result
Customer ID	Matches the original DLO ID (C001, C002, etc.)
Purchase Amount	Matches numeric formatting, e.g., 850.00
Region	Standardized format (EAST, WEST) if transformed
Date	Displays as a valid date object

Example Check	Expected Result
Derived Field	Formula field output correct (e.g., IF(amount > 500, "High", "Normal"))

Step 4: Compare DLO and DMO Data Side by Side

You can open **Data Explorer twice** — once for the DLO and once for the DMO — to visually confirm mapping accuracy.

Example Comparison

Source (DLO)	Target (DMO)	Expected Outcome
C001	C001	Customer ID mapped correctly
850	850.00	Amount transformed properly
east	EAST	Text capitalization applied
2025-10-10	2025-10-10	Date field parsed correctly

Step 5: Use Filters and Sorting

- Use Data Explorer's built-in **filters** to narrow the preview to specific records.
- Sort by key fields like **transaction_id** or **customer_id** to check ordering and uniqueness.
- You can filter for **nulls** or **empty fields** to find missing mappings.

Example filter conditions:

- region IS NULL → to detect unmapped region data.
- amount > 1000 → to verify value thresholds.

Step 6: Check Row Counts

Verify that record counts are consistent between your DLO and DMO.

Object	Expected Record Count	Actual Count	Status
Purchase_Transactions_DLO	10,000	10,000	OK
Transaction_DMO	10,000	9,985	⚠ Missing 15 records

If there's a mismatch, recheck transformation rules or filter conditions in the mapping setup.

Step 7: Validate Data Types and Null Values

Make sure that:

- **Data types** match (numeric, text, date).
- **Null values** are intentional (or cleaned if not).
- **Field precision** and **scale** (for decimals) are correct.

Example check:

- Amount field shows “NaN” → indicates invalid type mapping.
 - Purchase date is empty → may indicate wrong date conversion.
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Step 8: Save Findings and Adjust Mapping

If inconsistencies are found:

1. Return to **Data Model Mapping** in the Data Manager.
2. Fix field mapping or transformation logic.
3. Re-run the mapping process.
4. Return to **Data Explorer** to re-validate.

6. Example Scenario

Scenario: Retail Company Spot-Checking Mapped Data

Source: Purchase_Transactions_DLO

Target: Transaction_DMO

DLO Field	DMO Field	Expected Transformation	Verified?
customer_id	customer_id	Direct mapping	Yes
amount	amount	Rounded to two decimals	Yes
region	region	Uppercased (EAST/WEST)	Yes
purchase_date	purchase_date	Converted to date type	Yes
discount	discount	Derived field = amount * 0.1	No (missing)

Issue Found: The discount field did not map correctly due to missing transformation.

Action: Updated DMO mapping to include discount formula.

Recheck: Formula field now visible and correct in Data Explorer.

7. Best Practices for Spot-Checking Mapped Data

Best Practice	Description
Validate early and often	Use Data Explorer immediately after each mapping iteration.
Compare DLO and DMO views side by side	Ensures field-to-field accuracy.

Best Practice	Description
Check key and lookup fields	Identity resolution depends on clean IDs.
Use filters to test data subsets	Catch issues hidden in small segments.
Confirm transformation logic	Check formulas, case conversions, date parsing.
Document findings	Keep a validation checklist for audit and troubleshooting.

8. Common Issues Found During Spot-Check

Issue	Root Cause	Resolution
Missing or blank fields	Field not mapped	Revisit DLO → DMO mapping configuration
Incorrect data type	Source and target field types differ	Adjust data type in mapping
Incorrect value transformation	Formula or logic error	Correct formula expression
Duplicates	No primary key defined	Define unique identifier field
Nulls in key fields	Source data quality issue	Clean data or use fallback logic

9. Summary

Step	Activity	Purpose
1	Access Data Explorer	Load and preview object data
2	Select DMO	View mapped data
3	Compare DLO vs DMO	Confirm mapping accuracy
4	Use filters	Spot nulls, duplicates, or mismatches
5	Validate counts and data types	Ensure completeness and consistency
6	Adjust and re-validate	Fix errors and confirm corrections

10. Key Takeaway

Data Explorer is your first line of defense for data quality in Salesforce Data Cloud. By using it to **spot-check mapped data** after every transformation, you ensure that DLO → DMO mappings are accurate, relationships are intact, and your unified data is trustworthy for activation, segmentation, and analytics.