



MB-260T00: Microsoft Customer Insights - Data Specialty

Course ID #: 7000-688-ZZ-Z

Hours: 28

Course Content

Course Description:

In this course, you will cover the Dynamics 365 Customer Insights - Data solution, including how to unify customer data with prebuilt connectors, predict customer intent with rich segmentation, and maintain control of customer data. This course begins with importing and transforming your customer data and culminates with extending your customer data platform solution into the Power Platform and Dynamics 365 applications.

Course Objectives:

Upon successful completion of this course, students will be able to:

- Get started working with Dynamics 365 Customer Insights - Data, including accessing the application and navigating to the different capabilities
- Work with data sets
- Create a Customer Insights - Data instance
- Configure searching and filtering indexes
- Add custom machine-learning models
- Clean, transform, and ingest data into Dynamics 365 Customer Insights - Data

Prerequisites:

Before attending this course, students must have:

- Familiarity with Dynamics 365 Customer Insights - Data
- Firsthand experience with one or more Dynamics 365 apps, Power Query, Microsoft Dataverse, Common Data Model, and Microsoft Power Platform

Target Audience:

Candidates should be familiar with Dynamics 365 Customer Insights - Data and have firsthand experience with one or more additional Dynamics 365 apps, Power Query, Microsoft Dataverse, Common Data Model, and Microsoft Power Platform. They should also have working knowledge of practices related to privacy, compliance, consent, security, responsible AI, and data retention policy.



MB-260T00: Microsoft Customer Insights - Data Specialty

Course ID #: 7000-688-ZZ-Z

Hours: 28

Topics:

Lesson 1: Get started with Dynamics 365 Customer Insights

This module will cover the business value of a customer data platform and the user interface of Dynamics 365 Customer Insights.

- Introduction to the customer data platform
- Administer Dynamics 365 Customer Insights
- Explore user permissions in Dynamics 365 Customer Insights

Lab: Verify environment

Lesson 2: Ingest data into Dynamics 365 Customer Insights

This module will cover how to clean, transform, and import Data into Customer Insights.

- Import and transform data
- Connect to data sources
- Work with data

Lab: Ingest data

Lesson 3: Create a unified customer profile in Dynamics 365 Customer Insights

This module will cover how to map, match, and merge data to create a unified customer profile.

After creating the customer profile, we will define search and filter indexes to search for customers.

- Map data
- Match data
- Merge data
- Find customers

Lab: Unify the data

Lesson 4: Work with Dynamics 365 Customer Insights

This module will cover relationships, activities, measures, and segments.

- Explore Audience insights
- Define relationships and activities
- Work with measures
- Work with segments

Lab: Work with activities

Lab: Define measures

Lab: Create segments

Lesson 5: Enrich data and predictions with Audience insights

This module will cover how to enrich data, including brand and interest enrichment, how to use predictions, and how to use machine learning models.

- Enrich data
- Use predictions
- Use machine learning models

Lab: Subscription Churn Model

Lab: Predictions

Lab: Enrich data

Register for this class by visiting us at:

www.tcworkshop.com or calling us at 800-639-3535