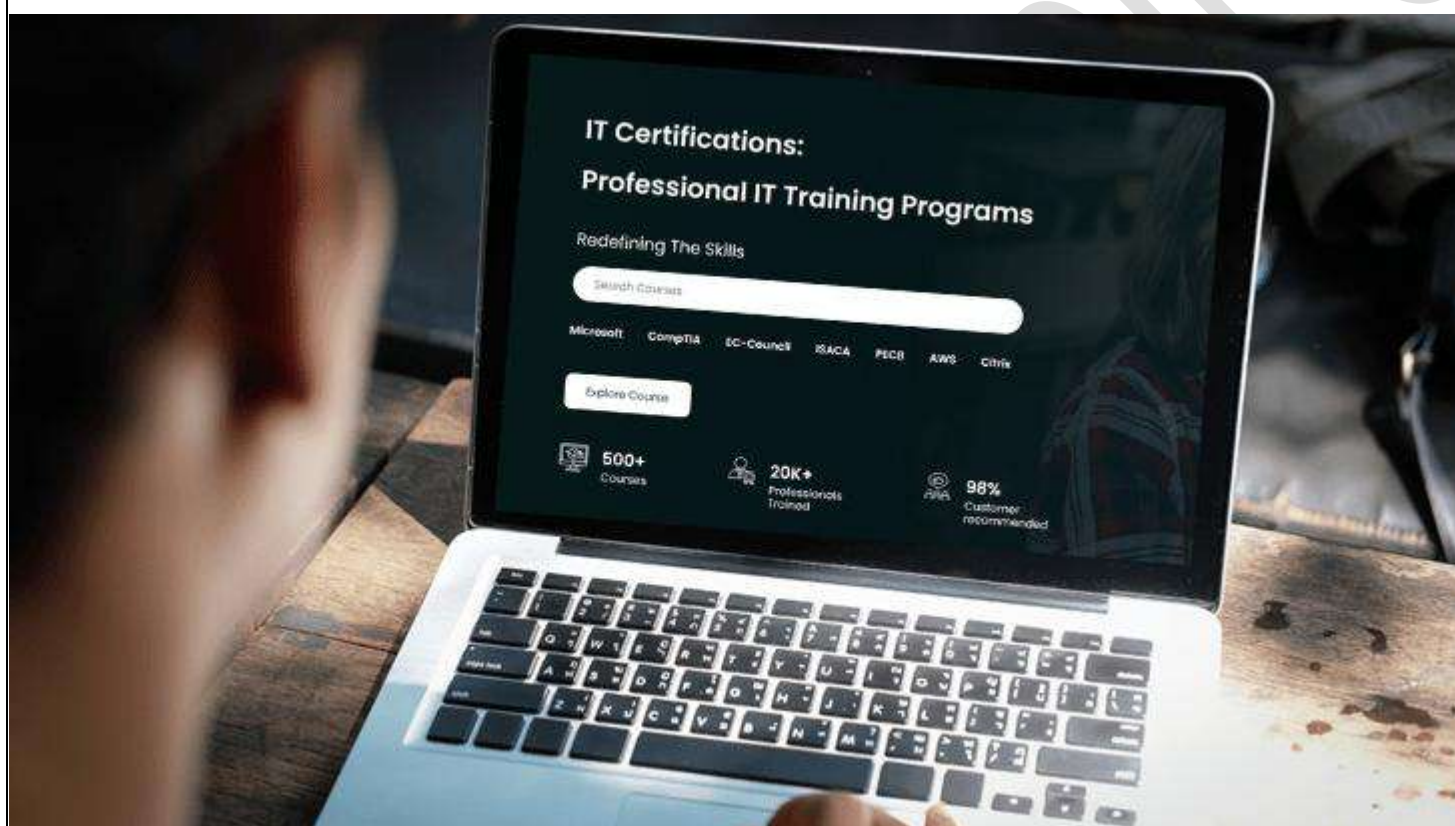




Redefining The Skills



MB-260T00: MICROSOFT CUSTOMER INSIGHTS – DATA SPECIALTY TRAINING

Duration: 4 Days

Course Description

MD-260T00: Microsoft Customer Data Platform Speciality Training is focused on implementing solutions that give you insights into the profile of customers and enable you to track engagement. As a result, this enhances the experience of the consumer and grows consumer retention.

In this training, learners will comprehend Dynamics 365 Customer Insight Solutions. This will include questions about how to anticipate customer plans with the help of segmentation, unify customer data with prebuilt connectors, and support customer data.

This specialty training begins with creating a suitable profile and performing with customer data.

Who should attend this course?

- Candidates who have an understanding of Dynamics 365 Customer Insights and have expertise in one skill.
- Candidates can also have skills in Dynamics 365 apps, Microsoft Data verse, Power Query, Microsoft Power Platform, and Common Data Model.
- Given below are professionals who can use Microsoft Customer Data Platform Speciality Training to upskill their current positions:
 - CRM Consultants
 - Customer Insights Managers
 - Marketing Professionals
 - Dynamics 365 Administrators
 - Data Analysts
 - Business Intelligence Analyst
 - Customer Relationship Managers
 - IT professionals working with CRM solutions
 - Sales Analyst
 - Digital Transformation Specialists

What you will learn

- Clean, convert, and ingest data into Dynamics 365 Customer Insights
- Build a suitable customer profile
- Operate with Dynamics 365 Audience insights
- Improve data & predictions
- Set up and operate external connections
- Assist and observe Customer Insights

Prerequisites

- A basic understanding of customer data platforms and their role in customer relationship management is required.
- A basic understanding of using Microsoft Office tools, Microsoft Power Platform, Power Query, and Microsoft Data Verse.
- Familiarity with business procedures in sales and customer service domains.
- Basic knowledge of concepts like data mapping, matching, and merging to create unified consumer profiles.

Curriculum

Module 1: Unlock customer intent with Dynamics 365 Customer Insights - Data

- Get started with Dynamics 365 Customer Insights - Data
 - Explore Customer Data Platform and learn why it matters to organizations
 - Get started working with Dynamics 365 Customer Insights - Data, including accessing the application and navigating to the different capabilities
 - Learn about the Customer Insights - Data capability and how to get started working with it
- Ingest data into Customer Insights - Data
 - Ingest data using Power Query
 - Connect to an Azure Data Lake
 - Connect to a Microsoft Dataverse
 - Work with data sets
 - Learn about data refreshes
 - Export data
- Create a unified customer profile in Dynamics 365 Customer Insights - Data
 - Learn how to create a Customer Insights - Data instance
 - Learn how to ingest data
 - Learn about data unification
- Work with Dynamics 365 Customer Insights - Data
 - Configure searching and filtering indexes
 - Define relationships and activities
 - Work with measures
 - Use Customer Insights - Data
- Enrich data and predictions with Customer Insights - Data
 - Discover the enrichment and prediction options that are available in Customer Insights - Data
 - Configure brand and interest functions
 - Enrich data with partner services
 - Set up and configure a customer churn prediction model
 - Add custom machine-learning models
- Manage external connections with Customer Insights - Data
 - Export Customer Insights data
 - Display customer data in Microsoft Dynamics 365 applications
 - Use Customer Insights - Data with Microsoft Power Platform
 - Use Customer Insights - Data with Microsoft Azure Synapse Analytics
 - Use Customer Insights - Data APIs
- Configure and administer Customer Insights - Data
 - Create, delete, or modify the environments in your Microsoft Dynamics 365 Customer Insights - Data instance
 - Manage tasks and processes
 - Manage data refresh schedules
 - Define security permissions

LAB Outline

- Verify environment
- Ingest data
- Unify the data
- Work with activities



- Define measures
- Create segments
- Enrich data
- Predictions
- Subscription Churn Model
- Extend with the Power Platform
- Extend with the Dynamics 365 apps

For any query Contact Us – Microtek Learning
