Microsoft Customer Insights - Data Specialty

Content

Module 1: 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.

Module 2: Ingest data into Customer Insights - Data

- Ingest data using Power Query.
- Connect to a Common Data Model.
- Connect to a Microsoft Dataverse.
- Work with data sets.
- Learn about data refreshes.
- Export data.

Module 3: 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.

Module 4: Work with Dynamics 365 Customer Insights - Data

- Configure searching and filtering indexes.
- Define relationships and activities.
- Work with measures.
- Use Customer Insights - Data.

Module 5: 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.