



GTech Learn

"Our focus is your Success"



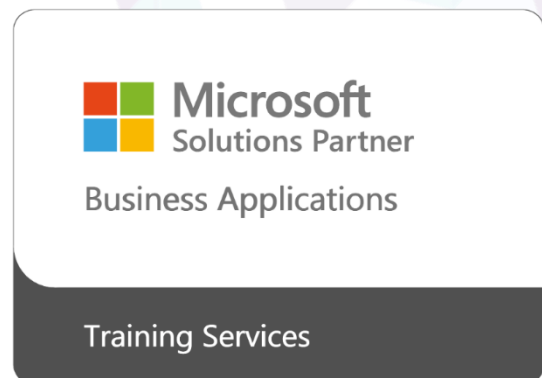
Course Contents

MB-260: Microsoft Customer Insights – Data Speciality

Duration: 4 Days	Level: Intermediate	Role: Data Analyst
Certification: Available	Public Schedules: View Dates	Private Delivery: Reach Us

What's included?

- ✓ Learn from Microsoft Certified Trainer (MCT's)
- ✓ 24x7 Lab Access
- ✓ Official Courseware
- ✓ Exam Preps / Practice Tests
- ✓ Badges & Completion Certificate
- ✓ Discounted Exam Vouchers



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Overview

Dynamics 365 Customer Insights - Data specialists implement solutions that provide insight into customer profiles and that track engagement activities to help improve customer experiences and increase customer retention. In this course, students will learn about 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.

Audience Profile

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.

Contents

Learning Path 1: Get Started with Dynamics 365 Customer Insights - Data

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

Learning Path 2: Ingest Data into Dynamics 365 Customer Insights - Data

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

Learning Path 3: Create Unified Customer Profile

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

Learning Path 4: Work with Dynamics 365 Customer Insights - Data

- Define relationships and activities
- Work with measures
- Work with segments

Learning Path 5: Enrich Data & Predictions with Customer Insights

- Enrich data
- Use predictions
- Use machine learning models

Learning Path 6: Manage External Connections

- Export data from Customer Insights - Data - Data
- Use Customer Insights - Data - Data with Microsoft Power Platform
- Display Customer Insights - Data - Data records in Dynamics 365 apps
- More ways to extend Customer Insights - Data

About GTech Learn

Established in 2011 in the USA, GTech Learn is one of the leading IT training organizations in North America & South East Asia. Driven by its unique USPs, GTech Learn is spurring competition, meeting the unmet needs of customers, assisting in skills upgrade, and supplementing talent pools with its presence in the USA, Canada, Singapore and India. This is consistent with our vision to help our Learners with skills upgrade for enhanced career opportunities.







As a Microsoft Learning Partner, we offer a broad range of learning solutions across the full Microsoft technology stack that can be customized.

Since 2011, GTech Learn has been developing custom-fit learning solutions that involve creating and delivering maximum results.

We have successfully helped all types of businesses, government entities, and individuals. For this reason, GTech has chosen by Microsoft to deliver comprehensive learning programs around the globe.

With flexible learning options, state-of-the-art delivery methods, numerous language preferences, experienced instructors, and complete dedication to our students, GTech Learn has the capabilities to help students develop their Microsoft skill sets and achieve increasingly high standards of productivity while organizations of all sizes realize the full potential of their technology investments.

Our Accreditations with Microsoft

 Security Training Services	 Modern Work Training Services	 Business Applications Training Services
 Infrastructure Azure Training Services	 Digital & App Innovation Azure Training Services	 Data & AI Azure Training Services