Course MB-260T00: Microsoft Customer Data Platform Specialty

COURSE DETAILS

Course Code:	MB-260T00
Delivery Type:	Instructor-led
Duration:	4 days

Prerequisites

Before attending this course, students must have:

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

COURSE CONTENT

Customer Data Platform 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 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 OUTLINE

- Get started with Dynamics 365 Customer Insights
- Ingest data into Customer Insights
- Create a unified customer profile in Dynamics 365 Customer Insights
- Work with Dynamics 365 Customer Insights
- Enrich data and predictions with Customer Insights

WHO SHOULD ATTEND

Candidates should be familiar with Dynamics 365 Customer Insights 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.