Microsoft Dynamics 365
The Complete Business Computing Solution

MB – 260

Dynamics 365 Customer Insights (Data) Specialty

Overview

As a candidate for this exam, you implement solutions that provide insights into customer profiles and that track engagement activities to help improve customer experiences. You should have firsthand experience with:

- Dynamics 365 Customer Insights - Data
- Microsoft Power Query
- Microsoft Dataverse
- Microsoft Azure Data Lake Storage
- Azure Data Factory pipelines

You should also have direct experience with practices related to:

- Privacy, compliance, and consent
- Security
- Responsible AI

As a candidate for this exam, you need experience with data processes related to:

- Preparation
- Matching
- Segmentation
- Enhancement
- Deduplication

You should have a general understanding of:

- Azure Machine Learning
- Azure Synapse Analytics
- Azure architecture

==This certification and its renewal assessment will retire on November 30, 2024. You will no longer be able to earn or renew this certification after this date.==

Prerequisites

- Understanding of the core functionalities of Dynamics 365 applications, especially those related to customer data management.
- Hands-on experience working with customer data, including data ingestion, data unification, and data enrichment processes.
- Knowledge of how to connect and integrate various data sources, such as databases, cloud storage, and third-party applications.
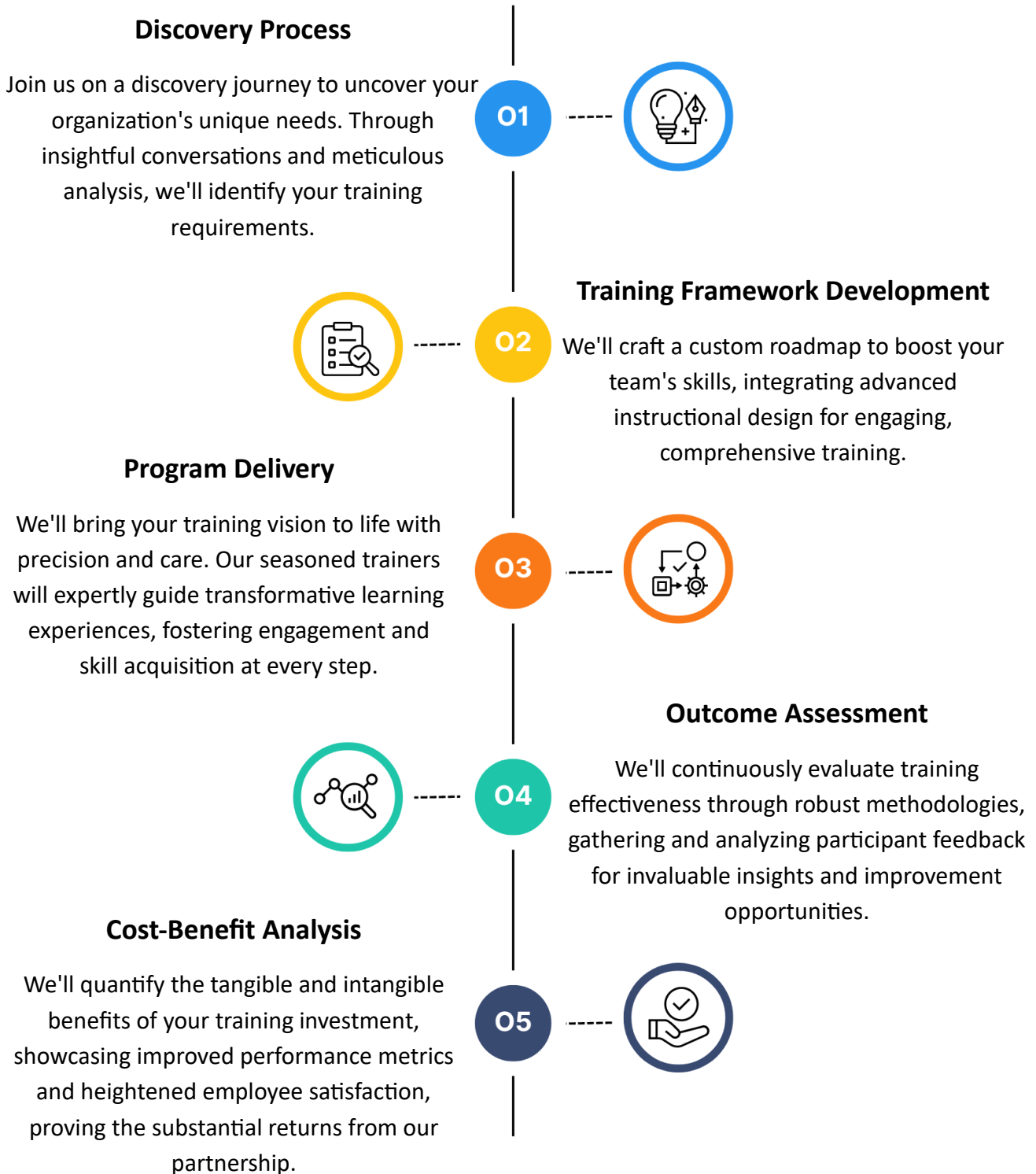
Course Level

- Intermediate

Course Duration

- 4 Day – 32 Hours

Creating Tailor - Made Training Programs to Meet Your Specific Goals

Discovery Process

Join us on a discovery journey to uncover your organization's unique needs. Through insightful conversations and meticulous analysis, we'll identify your training requirements.

O1

Training Framework Development

O2

We'll craft a custom roadmap to boost your team's skills, integrating advanced instructional design for engaging, comprehensive training.

Program Delivery

We'll bring your training vision to life with precision and care. Our seasoned trainers will expertly guide transformative learning experiences, fostering engagement and skill acquisition at every step.

O3

Outcome Assessment

O4

We'll continuously evaluate training effectiveness through robust methodologies, gathering and analyzing participant feedback for invaluable insights and improvement opportunities.

Cost-Benefit Analysis

We'll quantify the tangible and intangible benefits of your training investment, showcasing improved performance metrics and heightened employee satisfaction, proving the substantial returns from our partnership.

O5

Course Outline

The Microsoft Certified: MB-260 Dynamics 365 Customer Insights (Data) Specialty certification focuses on validating the skills required to configure and use Microsoft Dynamics 365 Customer Insights to unify customer data and derive insights.

Module 1: Get started with Dynamics 365 Customer Insights - Data
- Lesson: Introduction to the customer data platform
- Lesson: Administer Dynamics 365 Customer Insights - Data
- Lesson: Explore user permissions in Dynamics 365 Customer Insights - Data
- **Lab 1.1:** Verify environment

Module 2: Ingest data into Dynamics 365 Customer Insights - Data
- Lesson: Import and transform data
- Lesson: Connect to data sources
- Lesson: Work with data
- **Lab 2.1:** Ingest data

Module 3: Create a unified customer profile in Dynamics 365 Customer Insights - Data
- Lesson: Define source columns and duplicate record settings
- Lesson: Define matching rules
- Lesson: Create a unified customer profile
- Lesson: Find customers
- **Lab: 3.1:** Unify the data

Module 4: Work with Dynamics 365 Customer Insights - Data
- Lesson: Define relationships and activities
- Lesson: Work with measures
- Lesson: Work with segments
- **Lab 4.1:** Work with activities
- **Lab 4.2:** Define measures
- **Lab 4.3:** Create segments

Module 5: Enrich data and predictions with Dynamics 365 Customer Insights - Data
- Lesson: Enrich data
- Lesson: Use predictions
- Lesson: Use machine learning models
- **Lab 5.1:** Enrich data
- **Lab 5.2:** Predictions
- **Lab 5.3:** Subscription Churn Model

Module 6: Manage external connections with Dynamics 365 Customer Insights - Data

- Lesson: Export data from Customer Insights - Data
- Lesson: Use Customer Insights - Data with Microsoft Power Platform
- Lesson: Display Customer Insights – Data records in Dynamics 365 apps
- Lesson: More ways to extend Customer Insights - Data
- **Lab 6.1:** Extend with the Power Platform
- **Lab 6.2:** Extend with the Dynamics 365 apps

Indus Tech Services

Who We Are….

Indus Tech Services is an IT company that specializes in providing comprehensive training, consulting & implementation services for software solutions designed to address the diverse business challenges faced by organizations today. With a passion for technology and a deep understanding of business processes, Indus Tech is committed to empowering businesses to optimize their operations, boost productivity, and drive sustainable growth.

Why Choose Us…

From time to time, life serves up a profound nudge, urging us to step beyond our routines and make a difference in the world. Indus Tech Services emerged from one such compelling wake-up call. We are not just a company; we are a dedicated force with a belief in providing solutions to organizations, regardless of their size, and we infuse a human touch into everything we do.

Our Expertise

With over 25 years of collective experience navigating the intricacies of daily business transactions, irrespective of geographical, cultural, time zone, or language barriers, our team has honed their expertise to meet any challenge head-on. This wealth of experience has armed our resources with an unparalleled understanding and skill set to tackle a broad spectrum of obstacles.

Training

With two decades of unwavering commitment and a global footprint, our company is a true pioneer in the fields of linguistic, transactional, technical, and behavioural training for some of the world's largest corporate entities. Our unparalleled expertise has been refined through years of dedication and innovation, making us the go-to choice for businesses seeking transformative training solutions.

Consulting

Our company has been at the forefront of providing world-class IT consulting services to organizations spanning the globe. With an extensive and proven track record, we have honed our expertise to meet the ever-evolving technological needs and challenges faced by businesses, regardless of their scale or industry.

Implementation

Our experience covers a broad spectrum of IT implementation services, including system integration, software deployment, network architecture, cloud migration, and infrastructure setup. We understand that the successful execution of IT projects is pivotal to an organization's growth and efficiency. Therefore, we bring a depth of knowledge and a commitment to delivering results that set us apart.

To know more contact us at info@industechservices.com or call us at +91 - 99961 61170.