

## COURSE OUTLINE



**Course Code:** MB-260T00

### **Course Name:** Microsoft Customer Insights – Data Speciality

DURATION	SKILL LEVEL	DELIVERY METHOD	TRAINING CREDITS	TECHNOLOGY
4 days	Intermediate	VILT/ILT	N/A	Dynamics 365

### **Course 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.

### **Target Audience**

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.

**Job role:**[Data Analyst/Functional Consultant](#)**Exam**

MB-260

## Prerequisites

Before attending this course, students must have:

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

## Topics

### Module 1: Get started with Dynamics 365 Customer Insights - Data

Get started with Dynamics 365 Customer Insights - Data and learn how to gain insights to your customers.

#### Learning objectives

This module explains how to:

- 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

Customer Insights - Data ingests data from all your different data sources and unifies them into a single customer profile. From within the customer profile, you can track data across different demographics, and identify trends based on key data you want to track.

#### Learning objectives

This module explains how to:

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

### **Module 3: Create a unified customer profile in Dynamics 365 Customer Insights - Data**

Dynamics 365 Customer Insights - Data is an intuitive and flexible customer data platform (CDP) that helps you unlock insights and build a deeper understanding of your customers. In this module, you'll learn about creating a unified customer profile in Customer Insights - Data.

#### **Learning objectives**

In this module, you will:

- 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**

Customer Insights - Data ingests data from all of your different data sources and unifies them into a single customer profile. In this module, learn about working with Customer Insights - Data.

#### **Learning objectives**

This module explains how to:

- 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**

Enrich your data with other data sources and use AI to make predictions based on historical data.

#### **Learning objectives**

In this module, you'll:

- 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.

## **Exams and Certifications**

A Certificate of completion is issued at the end of the Course.

Schedule your Microsoft exam here: [Microsoft: Pearson VUE](#)

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