Discover Salesforce Data Cloud Fundamentals (SDC101)

ID SDC101　**Prix** sur demande　**Durée** 3 jours

A qui s'adresse cette formation

This course is designed for administrators and business analysts who are responsible for assisting in Salesforce Data Cloud implementations. This is also a great foundational course for anyone interested in earning their Data Cloud Consultant credential.

Pré-requis

Prepare for your Trailhead course by completing this prework before your session starts.

Objectifs

- Explain core capabilities and benefits of using Salesforce Data Cloud.
- Navigate key Data Cloud features and functionality.
- Differentiate between data model types based on various techniques, including normalized and denormalized data structures, and data modeling objects, fields, and relationships, including Primary and Foreign keys.
- Utilize Data Dictionary to log data and prepare it for ingestion.
- Connect and ingest data into Data Cloud.
- Harmonize data by mapping to the Customer 360 Data Model.
- Link multiple sources of data into a unified profile by configuring identity resolution rulesets, match rules, and reconciliation rules.
- Generate real-time, comprehensive data-driven insights using calculated and streaming insights.
- Create data segments and data actions in Data Cloud in order to target specific audiences.

Contenu

Introduction to Salesforce Data Cloud

- Define Salesforce Data Cloud
- Explore Core Capabilities and Benefits
- Navigate Key Features and Functionality
- Examine Data Cloud Use Cases

- Review Provisioning and Configuration Options
- Identify Roles and Permissions

Data Modeling Overview

- Define Key Data Modeling Terminology
- Identify Data Modeling Objects, Fields, and Relationships
- Compare Normalized and Denormalized Data Structures
- Define Primary and Foreign Keys

Data Preparation

- Review Data Usage Ethics
- Identify Data Sources
- Log Data Using a Data Dictionary

Data Modeling with Salesforce Data Cloud

- Examine the Salesforce Customer 360 Data Model
- Compare Data Model Types Used in Data Cloud
- Define Data Cloud Object Categorization
- Identify Functionality of Primary and Foreign Keys in Data Cloud

Data Ingestion

- Define the Data Ingestion Process
- Examine Data Space Use Cases
- Identify Data Cloud Connectors and Data Sources
- Explore Data Ingestion Features in Data Cloud
- Define Batch and Streaming Data Transforms

Data Harmonization

- Define Key Data Harmonization Concepts
- Understand the Value of Data Harmonization
- Explore Data Cloud Mapping Capabilities

Unified Profiles

- Define Identity Resolution
- Review the Profile Unification Process
- Identify Key Differences Between a Unified Profile and Golden Record
- Configure Identity Resolution Rulesets, Match Rules, and Reconciliation Rules
- Inspect Identity Resolution Results

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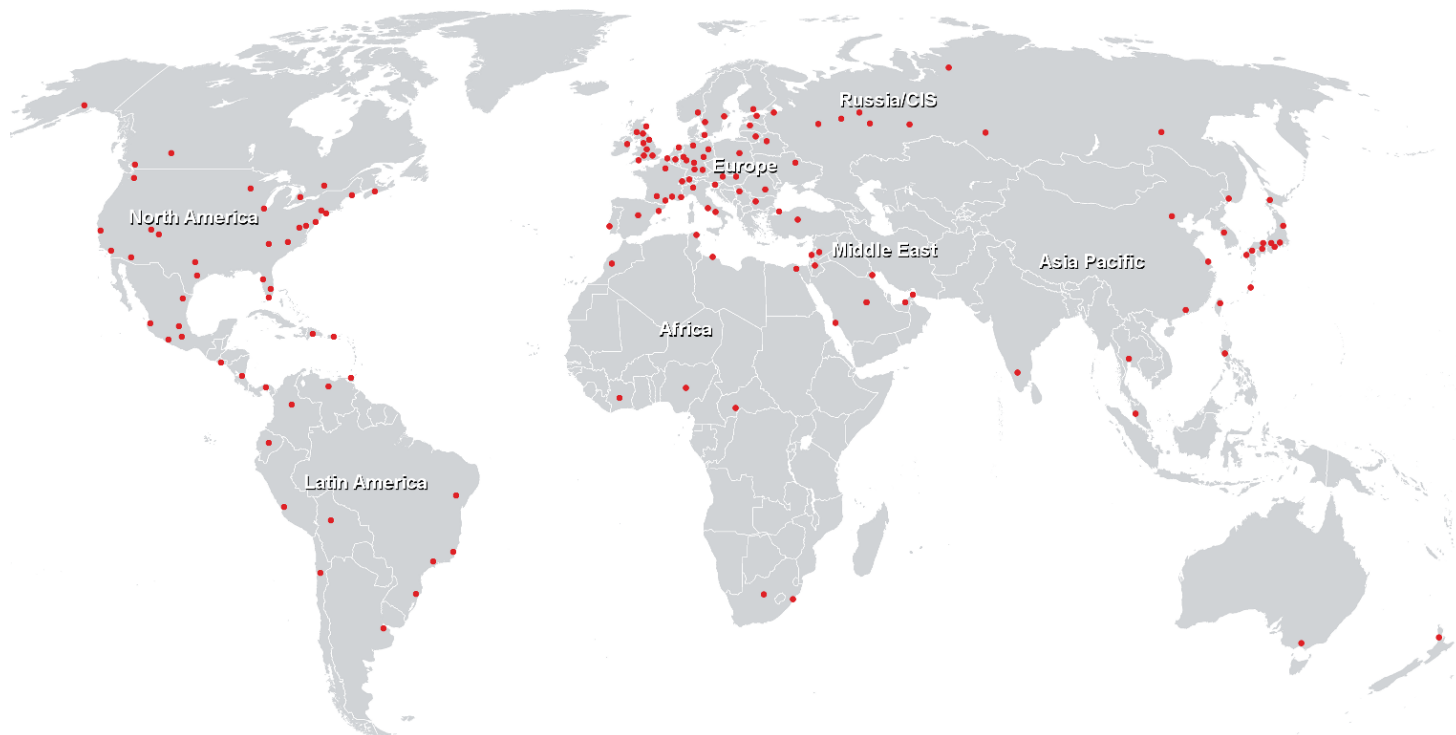
Data-Driven Insights

- Define Calculated Insights
- Define Streaming Insights
- Identify Key Differences Between Calculated and Streaming Insights
- Review Options for Building Insights
- Examine Formula, Calculated Insight, Streaming Insight, and Segment Operator Use Cases

Data Segmentation and Data Actions

- Define Key Data Segmentation Terminology
- Create Data Segments in Data Cloud
- Implement Calculated Insights and Suggested Values in Segmentation
- Publish Data Segments Using Activations
- Trigger Targeted Automations and Integrations Using Data Actions

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Centres de formation dans le monde entier

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