



# Adobe Experience Platform

## Extend Data Capabilities of Adobe Experience Platform

**Course description:** Extend Data Capabilities of Adobe Experience Platform is a 1-day instructor-led (classroom or virtual) course, where you will learn to author a machine learning model, create a recipe, train and score the machine learning model, and analyze Google Analytics data in Experience Platform by using Customer Journey Analytics (CJA). You will also learn how to publish the trained machine learning model and enrich the analysis of Google Analytics data in Experience Platform.

**Prerequisites:** Fundamental knowledge of Experience Platform.

Learners should have completed the course Getting Started with Adobe Experience Platform.

**Target audience:** Data Scientists and Advanced Business Users

**System requirements:** User Google account and CJA Power User access

This course will be delivered on ReadyTech instance configured with Anaconda Navigator, JupyterLab, and Experience Platform CJA.

### Objectives

After completing this course, you will be able to:

- Add sample data to Real-time Customer Profile
- Interact with data in Experience Platform from a local JupyterLab environment
- Author the machine learning model and operationalize the recipe in JupyterLab notebook
- Train and score the machine learning model by using the recipe in Experience Platform
- Publish the machine learning model as a scheduled service in Experience Platform
- Explain how to leverage Google Big Query for data analysis in Experience Platform
- Connect Google Cloud Platform and Big Query to Experience Platform
- Load Google Analytics data by using Big Query into Experience Platform
- Analyze Google Analytics data by using Experience Platform CJA

### Course Materials

- Extend Data Capabilities of Adobe Experience Platform Student Guide
- Extend Data Capabilities of Adobe Experience Platform Slides

### TOPICS

- Predicting Product Purchase Behaviors in Data Science Workspace
  - > Machine Learning Model Sample Workflow
- Machine Learning Model
  - > Data Interaction by Using Local JupyterLab Notebook
  - > Authoring a Model in Experience Platform JupyterLab Notebook
  - > Training and Scoring the Model
  - > Publishing the Model
- Leveraging Google Big Query for Data Analysis in Experience Platform CJA
  - > Google Cloud Platform Account
  - > Big Query Connector for Experience Platform
- Analyzing Google Analytics Data by Using Experience Platform CJA
  - > Data Ingestion into Experience Platform
  - > Data Views In CJA
  - > Fallout Analysis In CJA
  - > Flow Analysis In CJA

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