

## **Day 1: Introduction to Salesforce Einstein AI**

- **Overview of Salesforce Einstein AI**
  - Introduction to Salesforce Einstein
  - Benefits and use cases of Einstein AI
  - Overview of Einstein AI features
- **Setting Up Your Salesforce Developer Org**
  - Creating a Salesforce developer org
  - Enabling Einstein features in your org
  - Navigating the Einstein AI interface
- **Einstein Discovery Basics**
  - Introduction to Einstein Discovery
  - Connecting datasets to Einstein Discovery
  - Exploring the Einstein Discovery dashboard

## **Day 2: Building and Using Einstein Predictions**

- **Einstein Prediction Builder**
  - Overview of Prediction Builder
  - Creating your first prediction
  - Understanding prediction outcomes and scores
- **Hands-On: Building a Prediction**
  - Selecting an object and field for prediction
  - Defining prediction criteria
  - Reviewing and deploying predictions
- **Best Practices for Predictions**
  - Ensuring data quality
  - Interpreting prediction results
  - Managing and updating predictions

## **Day 3: Einstein Bots and Natural Language Processing**

- **Einstein Bots**
  - Introduction to Einstein Bots
  - Creating a basic bot
  - Configuring bot dialogs and actions
- **Hands-On: Building an Einstein Bot**
  - Setting up a chatbot in your Salesforce org
  - Designing conversation flows
  - Integrating with Salesforce data
- **Natural Language Processing with Einstein**
  - Understanding Einstein Language
  - Sentiment analysis and intent detection
  - Integrating NLP with Salesforce processes

## **Day 4: Advanced Einstein Analytics**

- **Einstein Analytics Studio**
  - Overview of Analytics Studio
  - Creating datasets and lenses
  - Building dashboards and stories
- **Hands-On: Creating an Einstein Analytics Dashboard**
  - Importing data into Analytics Studio
  - Designing and customizing dashboards
  - Sharing insights and visualizations
- **Einstein Data Insights**
  - Leveraging data insights for decision making
  - Exploring advanced analytics features
  - Real-world applications of Einstein Analytics

## **Day 5: Integrating Einstein AI into Business Processes**

- **Einstein Vision and Image Recognition**
  - Introduction to Einstein Vision
  - Creating and training image classifiers
  - Using image recognition in Salesforce apps
- **Hands-On: Implementing Einstein Vision**
  - Setting up image recognition models
  - Integrating image recognition with Salesforce records
  - Automating processes with image data
- **Einstein AI Best Practices and Governance**
  - Ensuring ethical use of AI
  - Managing data privacy and security
  - Governance and compliance in AI projects
- **Review and Q&A**
  - Recap of key concepts
  - Open forum for addressing specific questions and scenarios
  - Final assessment and feedback