Agenda

1. 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

2. 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

3. Data Preparation

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

4. 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

5. 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

6. Data Harmonization

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

7. 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

8. 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

9. 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