Einstein Prediction Builder
WhitePaper

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Why Salesforce Come with Einstein

- Einstein allows the Salesforce users Predict outcomes so your users can make decisions with confidence.
- Einstein is new ArtificalIntelligence technogies which can predict data in well arange fomat so bussiness user can take serval steps in business.
- Make decision faster in your business.
- Make your empoyee more productive and make your customer happier using salesforce einstein for thier business.
- Work smarter with artificial intelligence that’s built right into Salesforce.

What Is Einstein?

- Einstein is the new generation of Artificial intelligence available directly within your Salesforce org.
- It learns from your existing data and can gives you predictions,insights, next steps, and recommendations.
- Salesforce Einstein is a set of AI technologies that allow Salesforce users to use algorithms to analyze data inside Salesforce.
- Einstein also used to automated reports.

Key Feature of Einstein

Know more and guess less with Einstein AI

- Predict which sales leads and opportunities will convert, which articles and replies will help resolve service cases, and how marketing emails will perform before you hit send.

Impress every customer with a personalised experience

- Use historical browsing and purchase data to predict which channels, content, products, messaging and even send times your customers will most likely respond to.

Anticipate customer actions based on their behaviours

- Easily create custom models to predict churn risk, likelihood to convert, delayed payments, lifetime value, and more — all with clicks, not code.

What Is Einstein Prediction Builder?

- Einstein Prediction Builder is custom Artificial intelligence for admins.
- Einstein Prediction Builder lets you make predictions on field in Salesforce with just a few clicks.
- With Einstein Prediction Builder, you can make custom predictions about what happens next in your business without writing any single line of code.
- After you determine what you want to predict, which field represents it, and what object contains that field, you're ready to build Einstein production.

What makes Einstein Prediction Builder such an extraordinary accessible, flexible and useful tool?

- It is based on Machine Learning, that is, it uses historical data to determine the templates and principles contained in them, and then uses them to predict future results.
- Just few Clicks, not code.
- A business user does not need to have any knowledge of writing code to be able to predict the future based on historical data from its own system.
- Any user with administrator rights may build the so-called predictions on each object (both on standard and custom objects).

Supported Objects

Einstein Prediction Builder works with all custom objects, and supports the following

Standard objects.

- Account
- Asset
- Campaign
- Case
- Contact
- ContractLineItem
- Entitlement
- Lead
- LiveChatTranscript
- Opportunity
- Order
- OrderItem
- Product2
- Quote
- QuoteLineItem
- ServiceContract

Considerations for Setting Up Einstein Prediction Builder

Supported Data Types

Einstein Prediction Builder can make predictions only for the following types of fields.

- Checkbox.
- Specially constructed formula fields.
- Numeric(beta).

Steps for Einstein Prediction Builder

Before you start building predictions keep few things in mind.

Prediction Data Terminology

• When we are using Einstein Prediction Builder, it's very helpful to understand some terms that we use for sets of data.

Plan Your Prediction

• Before you start building a prediction, take some time to think about what you want to predict and how it translates to Salesforce objects and fields.
• In some cases, you might need to create a custom field to get your data in a format that Einstein can predict.

Build a Prediction

• With Einstein Prediction Builder, you can make custom predictions about what happens next in your business without writing any code.
• After you determine what you want to predict, which field represents it, and what object contains that field, you're ready to build.

Check Your Data

• As you build a prediction in Einstein Prediction Builder, use Data Checker to see if you have enough records in your dataset to build a useful prediction.
• Catch data issues early on. Don't wait until the end of your setup process to find out that you don't have enough records or values for a particular field.

Segment Your Dataset

• When you build a prediction in Einstein Prediction Builder, you can focus your prediction on a specific segment of your dataset.
• For example, you can look only at data only for a particular region or industry.

• With segments, you can get more useful predictions by trimming out records that aren't relevant to your prediction question.

•Review Your Prediction's Scorecard

• After your prediction is finished building, review its results in the Einstein Prediction Builder scorecard.
• Check out big-picture metrics, like prediction quality and top predictors. Drill in on details, such as impact, correlation, and weight of each predictor.

Predictive Model Types

• Your prediction's scorecard shows the predictive model type that was used to build your prediction.
• Einstein Prediction Builder tests multiple predictive models and chooses the one that performs best based on your data.
• The models we test depend on the type of field you're predicting.

Enable or Disable a Prediction

• After building a prediction and reviewing its scorecard, you decide whether to enable it.
• Your Einstein Prediction Builder license gives you a certain number of total predictions and enabled predictions.
• Disabling predictions frees up space and saves prediction settings for later use.

You can Clone, Edit, or Delete a Prediction

• Clone a prediction to modify settings that you can't change in Edit mode or to simplify creating a similar prediction.
• You can edit a prediction to change certain settings, and delete predictions you no longer need.

Use Case : Hotel’s Customer Booking Prediction

Suppose you own restaurant and you want to predict data on base historial dataset stored that you have.In that case we have to create one custom object.

Consider you have created CustomerBooking, as a custom object for storing each booking record against particular customer’s booking.Each booking record represents a customer’s booking at one of **Hotel XYZ** restaurants.

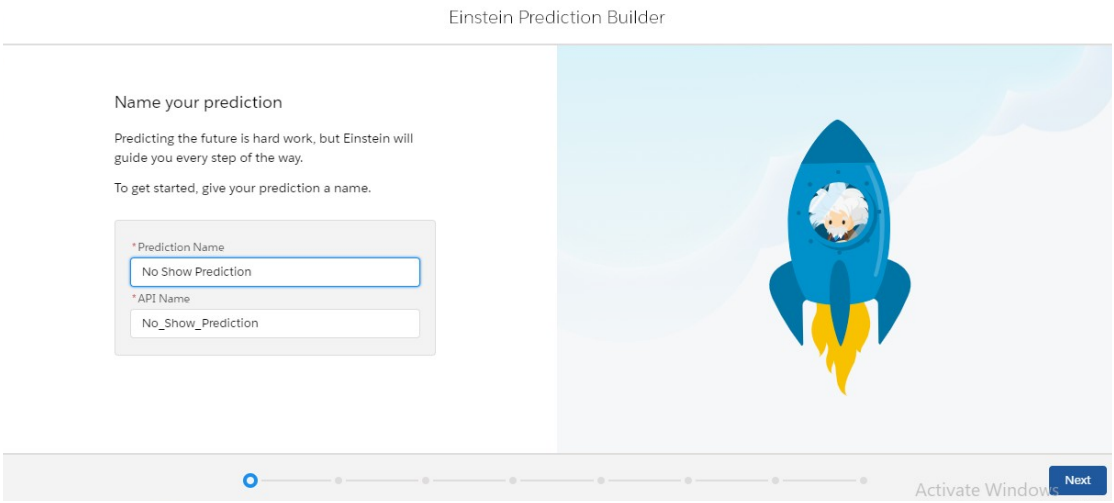
Status, a picklist field on the CustomerBooking custom object with following options:

- Completed
- NotShow
- Upcoming
- If you want to predict the likelihood that which customers will be a not-show status .
  - You want to know which reservations are likely to eventually have: Status = “NotShow.”
  - Einstein Prediction Builder can answer your questions in a “yes/no “format or in “Number” format: “Is this customer’s reservation likely to result in a Not Show? Yes or no?”

Introducing Einstein Prediction Builder

Steps for Einstein Prediction Builder

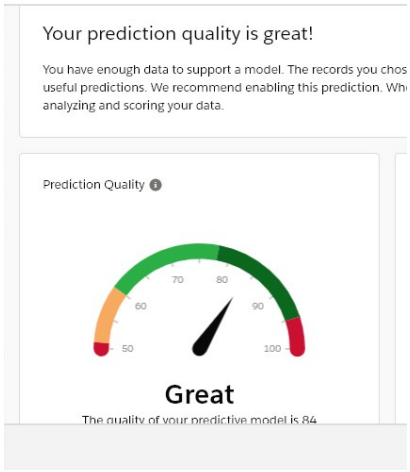
- Enable Einstein Prediction Builder in your org
- Give name for prediction



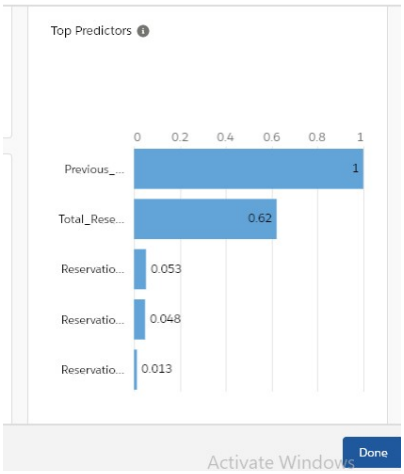
- Select Object for prediction.
- Select feild for prediction .
- What kind of question in your preduction to predict “Yes/No” format or in “Number” format.
- Select Particular Segment to Predict.
- Check data for prediction .
- Include record that want to focus on particular segment in your dataset.

Einstein Predictions Scorecard

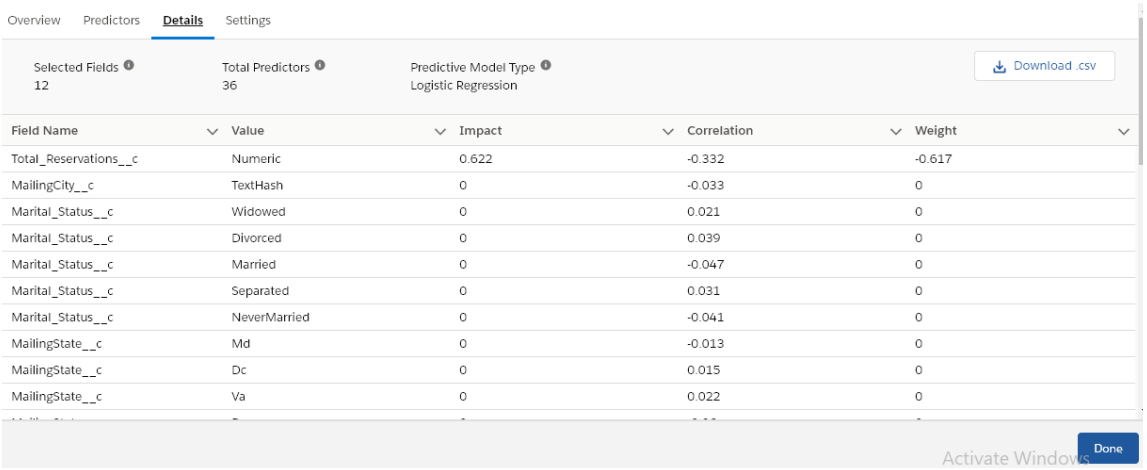
Scorecard



Top Prediction



Details tab



In the Scorecard is the Details tab, you have Impact, Correlation and Importance and Weight indicate all fields and values used in the Prediction setup.

- Impact is a number between 0 and 1 that represents the scaled weight or importance of a predictor.
- Correlation is the relationship, positive or negative, between a predictor and the field being predicted.
- Importance and Weight indicate the significance of a predictor. Depending on the model type used to build the prediction, either importance or weight is displayed, but not both.

FAQ’s

Einstein Predictions Pricing

- Einstein Predictions Pricing Automated discovery and predictive insights $ 75 USD/user/month (billed annually).

To Build Einstein Predictions Builder in Developer org

- All Developer org don’t have Einstein Prediction Builder in it you have singup in https://developer.salesforce.com/promotions/orgs/einsteinbuilder for Einstein Predicction Builder.
- In Spring ‘20 release ,were thrilled to announce that all developer edition and enterprise edition orgs will be able to make one prediction for free with einstein prediction builder