**🌟 1. Einstein Studio Components**

Einstein Studio has **three main tools**:

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| **Builder** | **Purpose** |
| **Copilot Builder** | Create AI-powered assistants (Einstein Copilot) that understand and respond in natural language |
| **Prompt Builder** | Build reusable prompts that generate or summarize content (no-code) |
| **Model Builder** | Build or connect custom AI and predictive models to Salesforce using Data Cloud |

**🤖 Model Builder (Einstein Model Builder)**

**Einstein Model Builder** is a feature inside **Salesforce Einstein Studio**.

It allows users to:

* **Create custom AI models** tailored to specific business needs.
* **Bring your own models (BYOM)** — integrate external models from Azure, Google, etc.
* **Use Salesforce data** (via **Data Cloud**) to train AI models.
* It’s a **no-code tool**, meaning **no data science or coding expertise** is required.

**Two Model Types**

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| **Model Type** | **Description** | **Example** |
| **Predictive Model** | Predicts specific outcomes based on historical data | Predict likelihood of lead conversion, sales forecast, customer churn |
| **Foundational Model** | General-purpose model trained on large, diverse datasets | GPT-4, BERT — used for natural language, image recognition, etc. |

**⚙️ Integration Across Einstein Studio**

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| **Component** | **Works With** | **Purpose** |
| **Model Builder** | Data Cloud | Train or connect predictive/foundational models |
| **Prompt Builder** | CRM, Data Cloud, External data | Generate or summarize contextually |
| **Copilot Builder** | Apex, Flow, Prompt Templates | Provide AI-driven conversational experience |