

Cert Prep Series Einstein Analytics & Discovery

Program Introduction

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Overview



This "**Einstein Analytics & Discovery- Certification Preparation**" is a virtual workshop that is being designed especially for those consultants who want to learn, and get on-boarded on Einstein Analytics & Discovery. This workshop will also be very useful for all the aspiring “Einstein Analytics & Discovery Consultants“ who are planning to appear for the certification.

Overall Agenda

1. **Introduction to Einstein Analytics Plus**
(Einstein Analytics Plus and how it fits in the Customer 360 Platform Stack)
2. **Einstein Analytics**
(Create dashboards to allow your clients to view, drill, interact with Salesforce)
3. **Einstein Discovery**
(Uncover & leverage insights from the data you provide)
4. **Data Strategy & Structure**
(Understand how to infuse data into Einstein Analytics Plus)
5. **Dashboard Design & Implementation**
(Learn how to use Analytics Studio to create usable dashboards for your clients)



Pre-Requisites



1. No Previous Certifications are required
2. Should complete the Introduction Trailmix (5 Hours) before the start date of the workshop -
<https://trailhead.salesforce.com/users/nmoscaritolo/trailmixes/einstein-analytics-for-partners-intro>
3. One, who can dedicate **17 Hours** of attentive time for this virtual workshop (1 Hour for Virtual Sessions + 16 Hours for Lab Exercises)
4. To earn a free Cert Voucher, one must dedicate **18 Hours** of Lab Exercises to Prep for the Certification Exam

Voucher Qualification



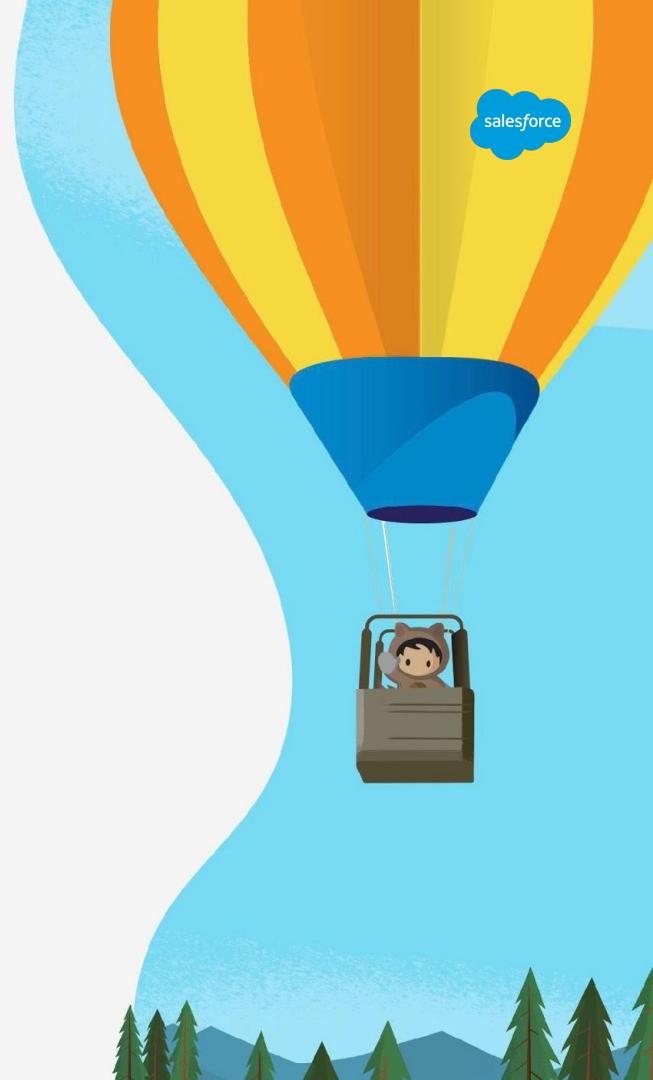
- 1. Must be a Member of the Partner Community**
 - a. Group: "Einstein Analytics for Partners"
- 2. Complete both Einstein Superbadges**
 - a. Einstein Analytics Data Preparation Specialist
 - b. Einstein Analytics & Discovery Insights Specialist
- 3. Attend “Fast Path” Webinar to learn Exam Structure and Help Tips**

Note:

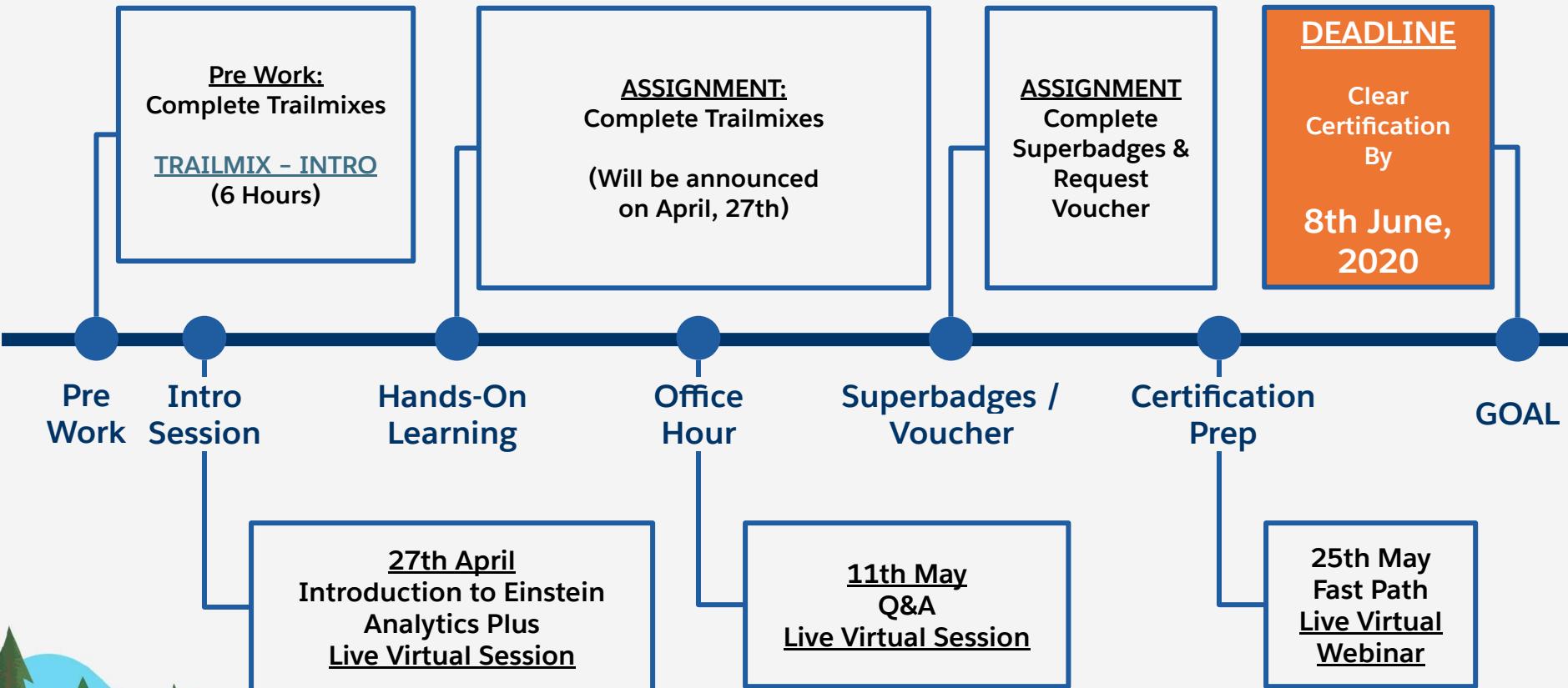
- Individual Consultants must request voucher via the Voucher Request Form located on the Partner Community. We will then validate Superbadge completion and issue vouchers via email.

Course Breakdown

1. **Initial** virtual session to review Einstein Analytics Plus and Training Content
2. **Assign** Trailhead Modules and Project Lab Exercises
3. **Office Hour** for Q&A
4. **Request** your FREE Certification Voucher
5. **Fast Path** virtual session to get ready for the Einstein Analytics Certification



Course Breakdown



salesforce

Einstein Analytics



Salesforce Einstein



Einstein Analytics

Everyone

can work with Salesforce

Salesforce Users

are more productive with AI

Einstein for Commerce



Einstein for Marketing



Einstein for Service



Einstein for Sales



Einstein Search



Einstein Analytics

Admins & Devs

can build AI-powered apps



Einstein Vision



Einstein Language



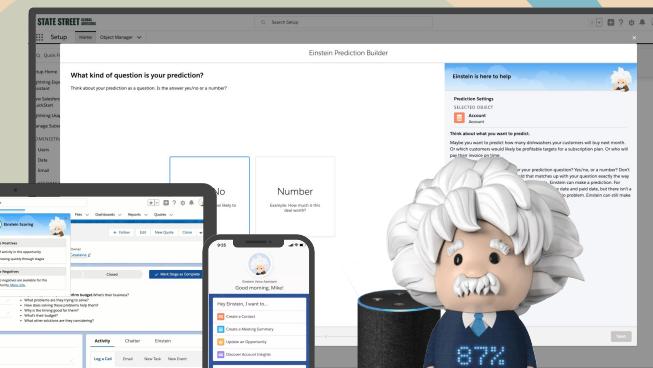
Einstein Prediction Builder



Einstein Discovery



Einstein Next Best Action



Einstein Analytics



Complete Analytics Built of the World's #1 CRM



Connected

Take action on insights infused into any business process in Salesforce



Complete

Easily build, customize, and extend your analytics to meet the needs of your business



Intelligent

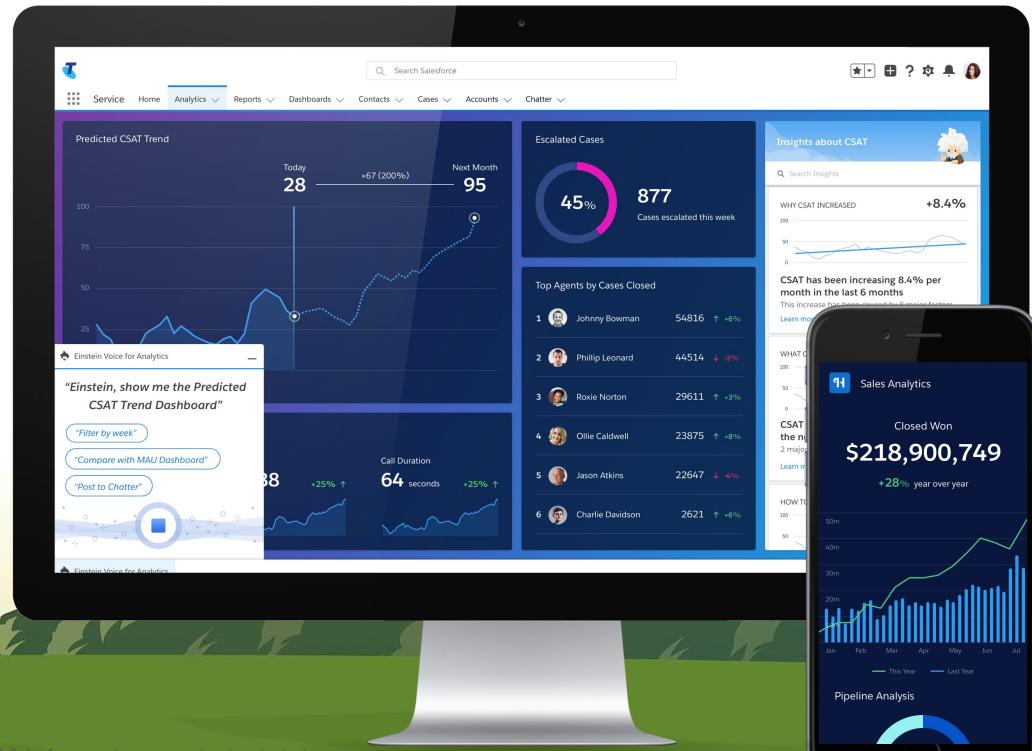
Make smarter decisions with AI-powered discovery, predictions, and recommendations



Enterprise-ready

Quickly explore millions of data points with the world's #1 trusted cloud platform

32%
Increase in business user productivity



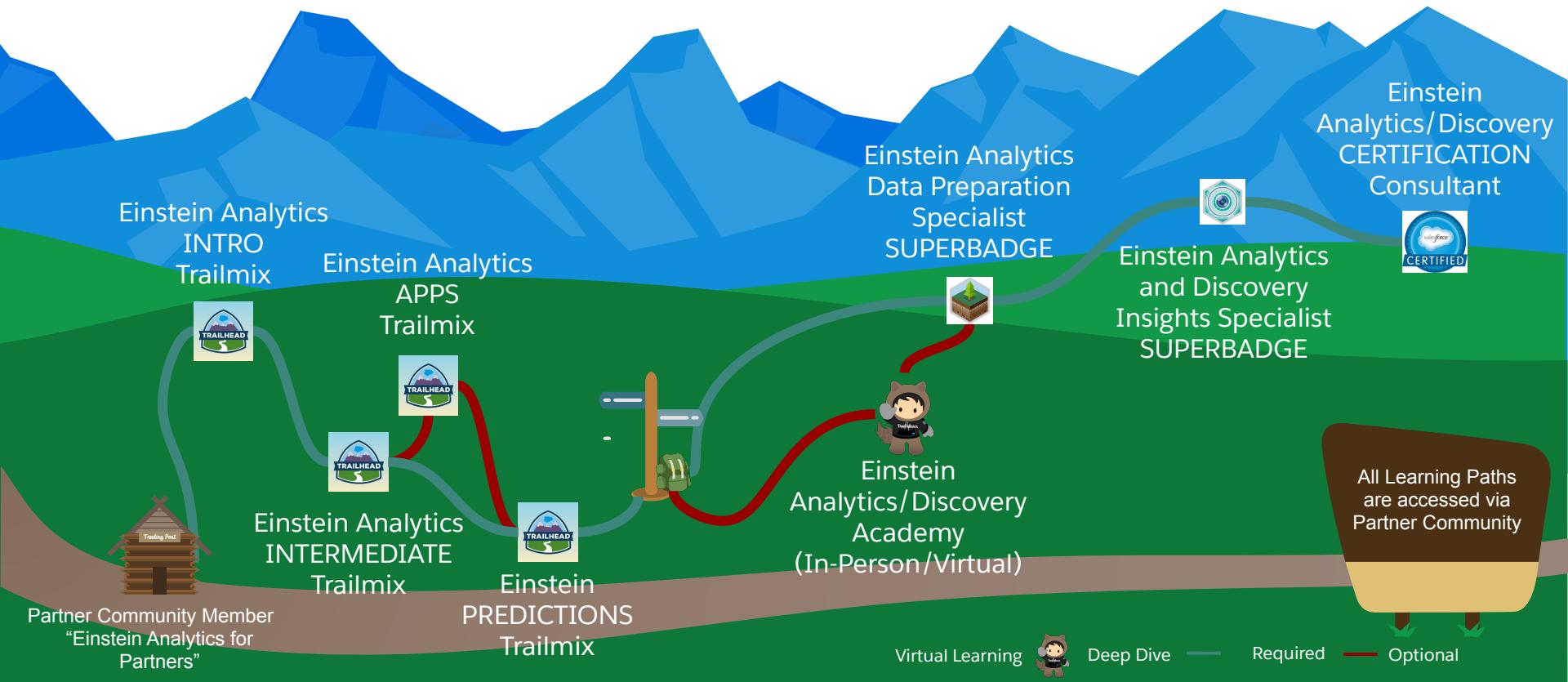
Source: Salesforce Customer Success Survey conducted from 2016-2018. Survey respondents were 3,100 Salesforce customers randomly selected.

Responses per question vary.

Partner Path to Einstein Analytics/Discovery Certification



Develop Einstein Analytics/Discovery Skills



“Einstein Analytics for Partners” Partner Community Groups



Free Content Available

- Webinars
 - INVITES
 - TRAINING
 - RECORDINGS
 - CONTENT
 - DOCUMENTATION
- Ask Questions
 - Product Development
 - Support

Over 15,000 Partner Members

The screenshot shows the "Official:Einstein Analytics for Partners" group page. The left sidebar includes "Group Settings", "Email Daily Digest", "Analytics & Discovery Training", a "NEW LEARNING PATH - Analytics/Discovery" section, a link to "Einstein for Partners" Group, and a "Description" field with a rich text editor. The main feed displays three posts:

- Silvina Garrido Matos (Accenture)** asks about a webinar recording, mentioning it's in the Partner Community.
- Nicolas Moscaritolo (Salesforce)** responds, stating both recordings are in the Partner Community under EINSTEIN ANALYTICS for PARTNERS.
- Marta Maldonado (Omega CRM Consulting)** asks about finding a document and achieving badges for certification.

The right sidebar shows "Members" (10,456), "Add/Remove Members", "Change Roles", "Group Records" (none), and "Group Files" (231 items).

Join “Einstein Analytics for Partners” group via Partner Community <http://p.force.com/wavegroup>
(Need Help? <http://p.force.com/signup>)

Partner Community Learning Paths

<http://p.force.com/einsteinanalyticspath>

<http://p.force.com/learningpaths>

The screenshot shows the 'Einstein Analytics Learning Path' on the Partner Community Learning Paths page. The path is represented by a dashed blue line connecting five circular nodes, each containing an icon and a button: 'Meet the Solution' (owl icon), 'Grow Your Expertise' (globe icon), 'Pitch the Solution' (speech bubble icon), 'Apply the Solution' (person icon), and 'Stay Updated' (refresh icon). Above the path, there's a banner with cartoon characters holding a banner that says 'Einstein Analytics Learning Path'. Below the path, a dark blue bar says 'GET STARTED: Explore how Einstein Analytics influences the course of action with data-driven business insights.' At the bottom, there are four columns of cards: 'Discover Einstein Analytics', 'Optimize With Einstein', 'Hear from Customers', and 'Read The Headlines', each with a list of items and icons.

Einstein Analytics Learning Path

Meet the Solution

Grow Your Expertise

Pitch the Solution

Apply the Solution

Stay Updated

GET STARTED:
Explore how Einstein Analytics influences the course of action with data-driven business insights.

Discover Einstein Analytics

- > Earn badges and grow your expertise.

Optimize With Einstein

- > Take your demo game to the next level.

Hear from Customers

- > Share successes thru Partner Community

Read The Headlines

- > Follow Partner PR guidelines.

Explain Business Intelligence to Customers

Lead an Einstein Discovery Session

Illustrate the Importance of Analytic-Based Decisions

Engage with Einstein Analytics Enterprise Specialists

Demonstrate Intelligence Tracks

Monitor Events with Event Monitoring Analytics App

Gain Customer Service Insight with Service Analytics App

Gain Customer Service Insight with Service Analytics App (Video)

Demonstrate Insights Into Communities

Integrate Einstein Analytics Into Pardot

Demonstrate How to Turn Data Into Sales

How to Demo Analytics for Sales Personas (Video)

See All Customer Spotlights

(RED) Uses Personalized Communication and Data Analytics

Customer Story Template

Customer Story Template Best Practice Example

Salesforce Launches Einstein Analytics

Register for the next webinar using the link below

https://sfdc.co/register_ea_cert_prep



THANK YOU

