



Adobe Experience Platform

Getting Started with Adobe Experience Platform

Course description: Getting Started with Adobe Experience Platform is a 2-day instructor-led (classroom or virtual) course, where you will learn the basics of Adobe Experience Platform. You will learn how to navigate through the Experience Platform user interface (UI), ingest data, apply data governance, work with Real-time Customer Profile and segments, create queries, analyze data, and create and test machine learning model in Experience Platform.

Note: This course was previously a 1-day course. The duration is now changed to 2 days to accommodate the time required to complete the training. There are no changes in the topics being covered.

Prerequisites: Google Chrome browser, Adobe Experience Cloud Debugger plug-in in Google Chrome browser, a data analysis tool, preferably Microsoft Power BI.

Target audience: Architects, developers, data scientists, consultants, business and data analysts, business users, and marketers.

Objectives

After completing this course, you will be able to:

- Describe the features and benefits of Experience Platform
- Explain Application Services powered by Experience Platform
- Navigate through the Experience Platform UI
- Explain data ingestion in Experience Platform
- Explain Experience Data Model (XDM)
- Explain data governance and privacy service in Experience Platform
- Explain Real-Time Customer Profile in Experience Platform
- Create a segment in Experience Platform
- Explain queries in Experience Platform
- Create and execute basic queries in Experience Platform
- Create queries by using Adobe-define Functions (ADF) to obtain specific contextual values in Experience Platform
- Create a visualization report for an Experience Platform data in Microsoft Power BI
- Describe Data Science Workspace in Experience Platform
- Create a recipe in Experience Platform
- Create a machine learning model in Experience Platform

Course Materials

- Getting Started with Adobe Experience Platform Student Guide

TOPICS

- Experience Platform
 - › Features and Benefits
 - › Application Services
 - › Experience Platform Architecture
 - › UI Navigation
- Managing Data in Experience Platform
 - › Data Ingestion
 - › XDM
 - › Data Governance and Privacy Service
- Real-Time Customer Profile
 - › Identity Service
 - › Segmentation Service
- Querying in Experience Platform
 - › Query Service
 - › ADF
 - › Create Queries
- Data Science Workspace in Experience Platform
 - › Analyzing Data
 - › Creating a Model: The Process
 - › Create Recipe
 - › Create Model

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