



Adobe Experience Platform

Getting Started with Adobe Experience Platform

Course description: Getting Started with Adobe Experience Platform is a 1-day instructor-led in-classroom or virtual course, where you will learn the basics about Platform and receive hands-on training. You will learn about the user interface as well as how to ingest data, work with the Identity Graph, Unified Profile, Segments, and understand Data Governance through Data Usage Labeling and Enforcement (DULE), how to query the Platform by using a PostgreSQL tool, and to send API calls to the Platform by using REST API Client tools. You will be able to query the Platform using third-party analytics tools and work with Machine Learning recipes used for predicting behavior.

Prerequisites:

- Basic knowledge of data analysis
- Installation of the following tools:
 - › Google Chrome browser
 - › Adobe Experience Cloud Debugger
 - › Data analysis tool (preferably Microsoft Power BI or Tableau)
 - › Postman, PSQL, and OpenSSL (Optional)

You will receive installation directions for the above tools upon course registration.

Target audience: Architects, developers, data scientists, consultants, business and marketing managers, data analysts, and marketers

Objectives

After completing this course, you will be able to:

- Navigate through the Platform UI
- Explain the data ingestion methods
- Ingest loyalty data by using a CSV file mapped to XDM schema
- Apply data governance to a dataset
- Create a customer profile in the Platform
- Create a segment in the Platform
- Postman authentication to Adobe I/O
- Create a segment by using the Platform API
- Send API calls to the Platform by using REST API Client such as POSTMAN (optional)
- Write SQL queries combining online, call center, and loyalty data available in the Platform
- Create a dataset from the query results
- Query the Platform with PostgreSQL(optional)
- Leverage Query Service to build visualizations in Microsoft Power BI or Tableau
- Explore the Data Science workspace
- Author and train a model to operationalize and experiment
- Evaluate the model and consume the insights
- Use Machine Learning to predict product purchase behavior

Course Materials

- Getting Started with Adobe Experience Platform Student Guide

TOPICS

- Introduction
 - › Experience Platform Architecture
 - › UI navigation
- Data ingestion service
- Data governance - DULE
- Identity service, Unified profiles, and segmentation
- Query service
 - › Querying with Platform Query editor
 - › Querying with PostgreSQL
 - › PowerBI visualizations
 - › Tableau visualization
- Machine Learning (ML)
 - › Overview of Jupyter Lab and Jupyter Notebook
 - › Machine Learning Recipes
 - › Train a Machine Learning Model
 - › Test a Machine Learning Model
 - › Apply a Machine Learning Model
 - › Understanding API Endpoints

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