



Boost predictive analytics with Data Cloud & Einstein Studio



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About me

- ✓ Having 10+ IT experience.
- ✓ Founder and Author at www.salesforcechronicles.com
- ✓ Featured articles on LinkedIn
- ✓ Spoke at Salesforce Developer's days, MC2 ,... events
- ✓ Passionate to learn and mentor
- ✓ Travel freak and explorer



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Agenda



01 Predictive AI

02 Data Cloud

03 Model Builder

04 Demo

05 Key aspects

Question

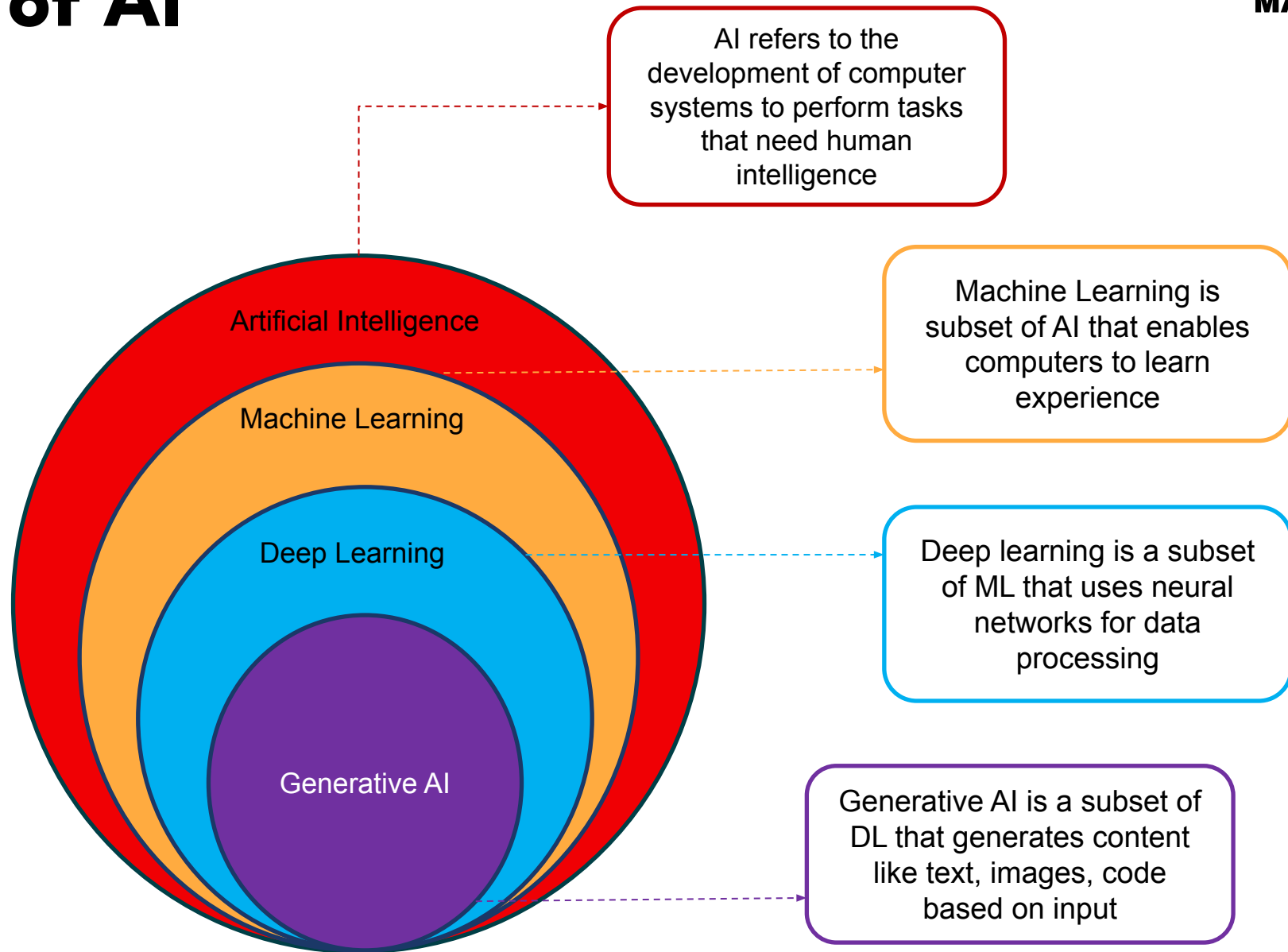
"What if you could predict your business outcomes with precision using data from all your systems?"

Supporting Fact:

"79% of organizations say they fail to harness customer data effectively."



Evolution of AI



What are Predictive Models ?

Predictive Modelling uses statistical techniques and machine learning algorithms to predict **future outcomes** based on historical data.

Example: Predicting customer churn, product demand, or sales trends.

Key Benefits:

- Identifies patterns and trends in your data.
- Helps businesses make proactive decisions by forecasting outcomes.

Predictive vs Generative AI

Predictive AI	Generative AI
<p>Analyzes existing data to forecast future outcomes and trends.</p>	<p>Creates new content or data based on patterns and learned information.</p>
<p>Employs regression analysis, decision trees, and neural networks to interpret data and make predictions.</p>	<p>Utilizes pre-trained large-language models (LLMs) and generative adversarial networks (GANs).</p>
<p>Forecasts customer behaviour and identifies potential leads. Recommends personalized actions. Enhances sales and marketing strategies.</p>	<p>Generates tailored email campaigns. Automates routine customer service tasks. Provides predictive insights and recommendations.</p>
<p>Ensures data accuracy, completeness, and consistency. Validates data integrity and relevance.</p>	<p>Identifies and corrects anomalies in data. Standardizes data formats and removes duplicates.</p>
<p>Enhances Generative AI outcomes by predicting the best content or data to generate for specific needs.</p>	<p>Complements Predictive AI by creating data and content that can be further analyzed and optimized.</p>



What are some things I can predict?



- Increase conversion
- Improve win probability
- Decrease time to close
- Increase repeat business
- Increase lifetime value
- Discount guidance
- Predict expected revenue
- Intelligent whitespace



- Likelihood of escalation
- Case classification
- Risk of churn
- Increase CSAT/NPS
- Decrease TTR
- Reduce handle time



- Forecasting revenue
- Late payments
- Invoice fulfilment
- Returns
- Maximize margin
- Cost reduction
- Reduce attrition
- Reduce compliance risk
- Improve margin



- Purchase/conversion propensity
- Email campaign targeting
- Improve media spend
- Increase advertising ROI
- Market shift detection
- Increase conversion

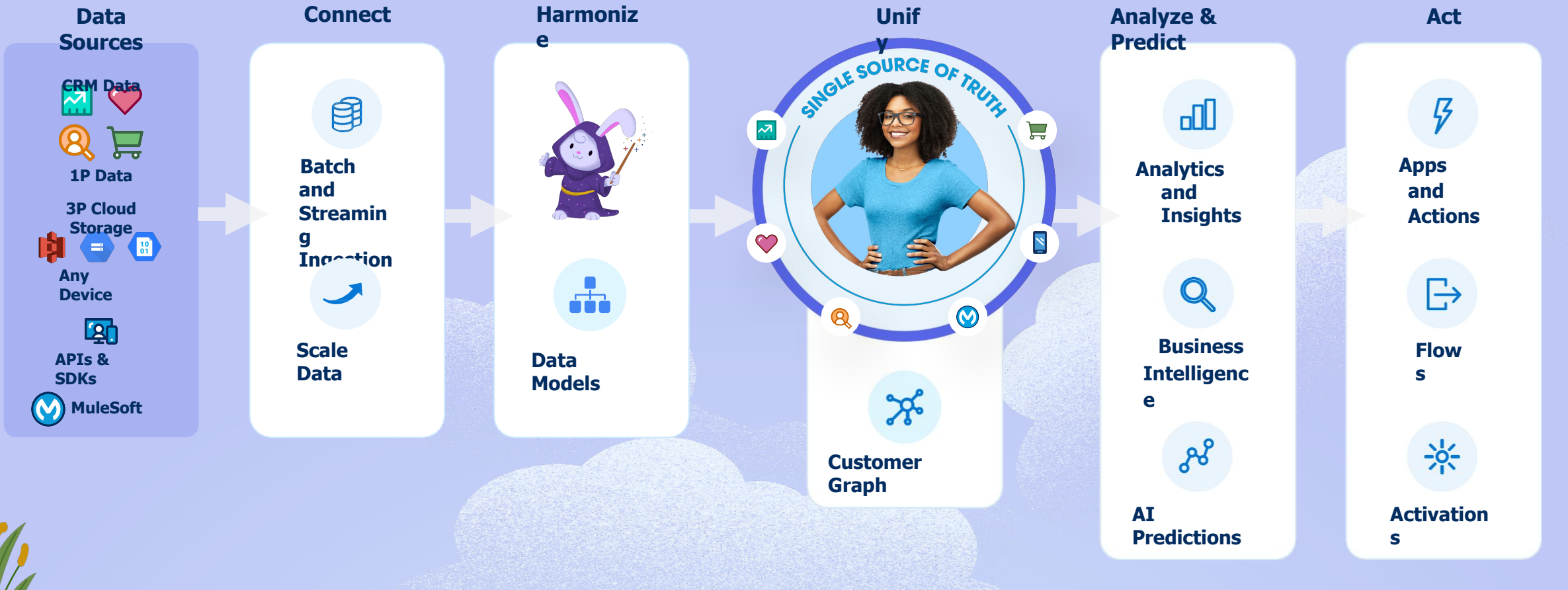
Islands of disconnected data



71% of company applications are disconnected

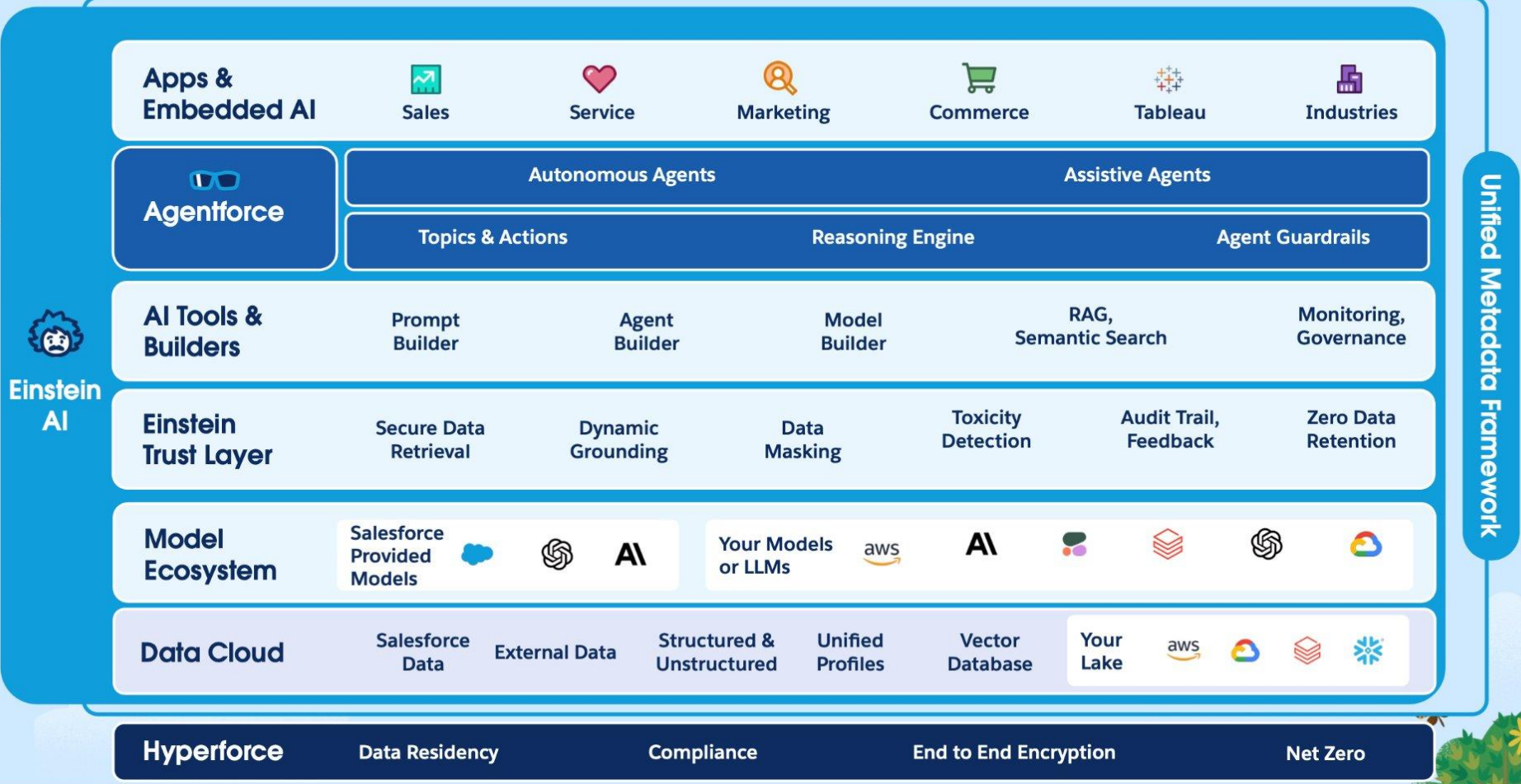


How Data Cloud Works



Salesforce Trusted AI Architecture

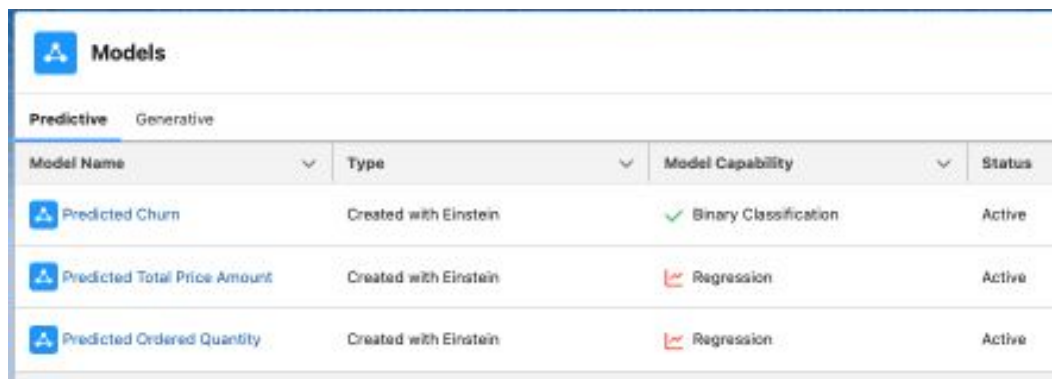
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What is Model Builder?

Model Builder is a **no-code** platform within **Einstein Studio** that allows users to

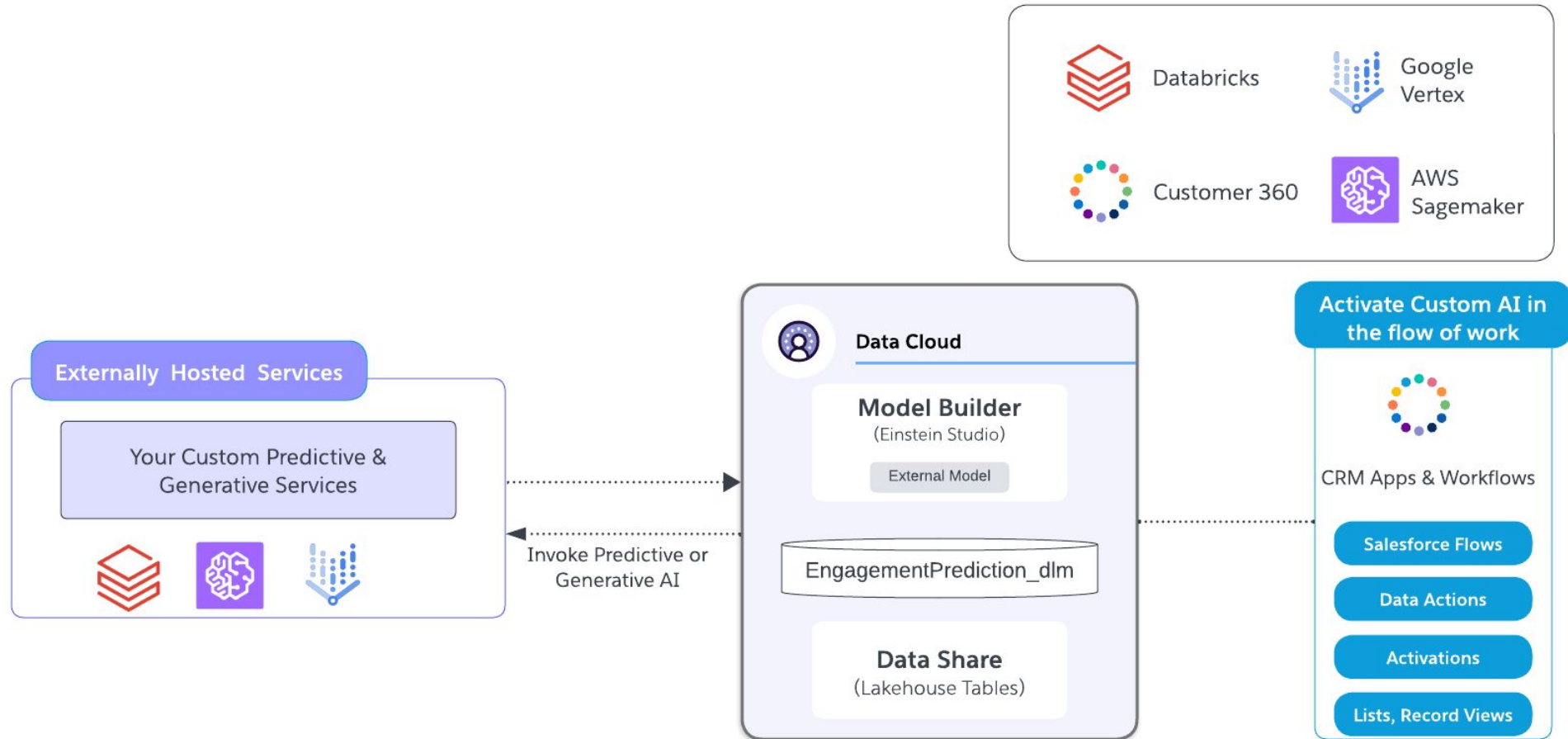
- Design, train, and deploy predictive models using simple drag-and-drop tools.
- Easily connect and use data from Data Cloud to enhance the model's accuracy.
- Select the model type (classification, regression, etc.) based on the business problem you want to solve.



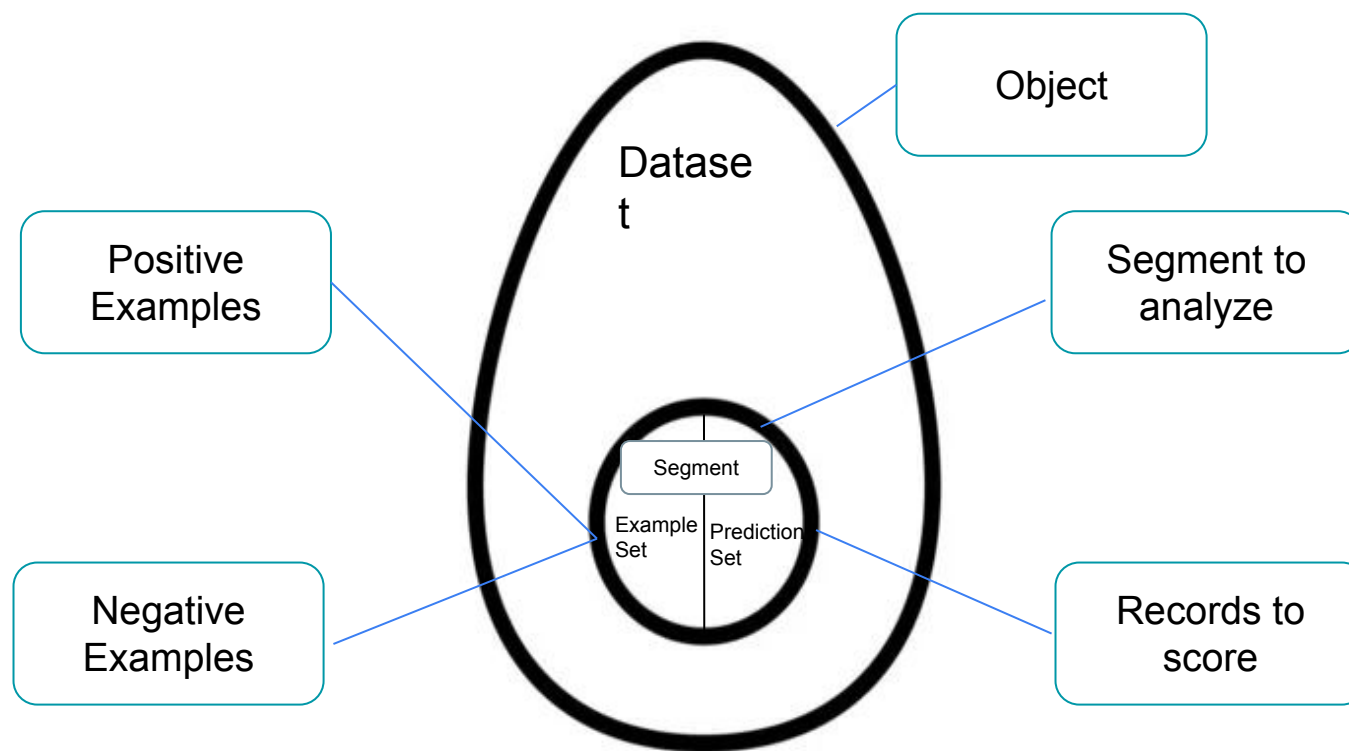
The screenshot shows the 'Models' section of Einstein Studio. It features a table with columns for Model Name, Type, Model Capability, and Status. The 'Predictive' tab is selected, and three models are listed: 'Predicted Churn' (Binary Classification), 'Predicted Total Price Amount' (Regression), and 'Predicted Ordered Quantity' (Regression). All models are marked as 'Active' and 'Created with Einstein'.

Model Name	Type	Model Capability	Status
Predicted Churn	Created with Einstein	Binary Classification	Active
Predicted Total Price Amount	Created with Einstein	Regression	Active
Predicted Ordered Quantity	Created with Einstein	Regression	Active

Bring Your Own Model

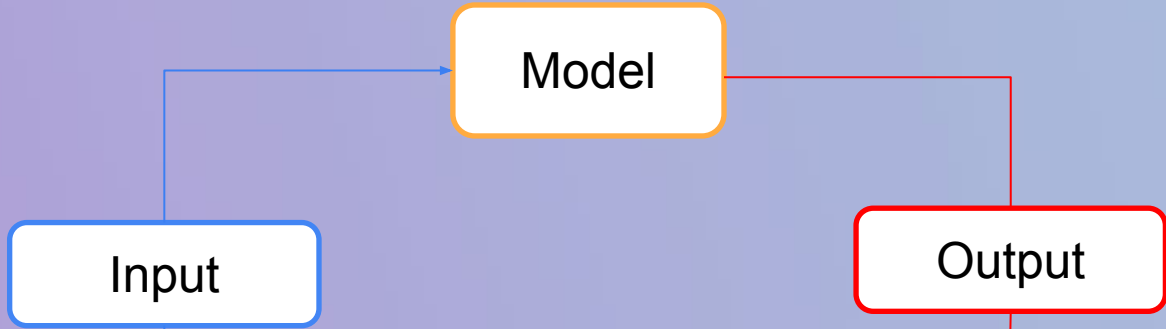


Avocado Framework



Variables and Observation

Prediction Variables



Prediction

Variables

Contract	Monthly Charges	Tenure	Payment Method
Month to Month	\$ 500	13 Months	Credit Card

Predicted Churn
True

Churn

Observation



Demo Time



Prediction Lifecycle



Seamless Integration with Salesforce Flows

- **Integrate Easily:** Salesforce Flows can effortlessly bring data into Salesforce systems.
- **Enhance Data Handling:** Use Salesforce Flows for advanced, seamless data management and action-driven insights.

Key Benefits

- **Data-Driven Decisions:** Use real-time, predictive insights to enhance business decision-making.
- **Improved Conversions:** Optimize customer interactions and business processes by understanding future trends.
- **Seamless Data Integration:** Automate workflows using Salesforce Flows to bring AI-driven insights directly into your business.

Thank You!

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