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| Record Nr. | UNINA9910878058603321 |
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| Titolo | Getting Started with Salesforce CRM Analytics : A Beginner's Guide to Building Interactive and Complex Dashboards / / by Johan Yu |
| Pubbl/distr/stampa | Berkeley, CA : , : Apress : , : Imprint : Apress, , 2024 |
| ISBN | 9798868804793 |
| | 9798868804786 |
| Edizione | [2nd ed. 2024.] |
| Descrizione fisica | 1 online resource (214 pages) |
| Disciplina | 658.4038 |
| Soggetti | Salesforce (Online service) |
| | Customer relations - Data processing |
| | Relationship marketing |
| | Management information systems |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Includes index. |
| Nota di contenuto | Chapter 1: Introduction -- Chapter 2: Data Sources -- Chapter 3: Recipe -- Chapter 4: Dataset -- Chapter 5: Lens -- Chapter 6: Building the Dashboard  -- Chapter 7: Exploring the Dashboard -- Chapter 8: Applying Security - Chapter 9: Advanced Topics. |
| Sommario/riassunto | Dive into the intricate world of salesforce CRM Analytics and harness the power of interactive and complex dashboards. This book will empower you to unlock the full potential of Salesforce CRM Analytics and enhance your ability to generate meaningful insights for strategic decision-making. Developed by Salesforce to transcend the limitations of standard reports and dashboards, CRM Analytics introduces a new platform that requires a fresh perspective for those familiar with the traditional Salesforce platform. Using a hands-on approach, this step-by-step book unravels the complexities of CRM Analytics, guiding you through the process of acquiring data from the Salesforce platform, importing external data like CSV files, and preparing the data for dashboard creation. You'll also learn to build dashboards from scratch, explore lenses, and delve into the depths of SAQL (Salesforce Analytics Query Language) and binding. CRM Analytics has a steeper learning curve than standard Salesforce reporting. Getting Started with |

Salesforce CRM Analytics will guide you through the journey of constructing dashboards, from data preparation to the final dashboard creation. You will: Understand CRM Analytics as a platform, including permission and licensing Get data into the CRM Analytics platform and transform data loaded Build dashboards using CRM Analytics Explore and analyze data using CRM Analytics Utilize SAQL and binding to create advance dashboards.