Einstein Analytics delivers complete analytics built on the world’s #1 CRM. It allows you to analyze data from any source and take action on insights right where you work. It helps you make smarter decisions with transparent, AI-powered predictions and recommendations. Getting started is a breeze with prebuilt templates, or you can build your own flexible dashboards from scratch. And because it’s built on Salesforce, users benefit from every aspect of our CRM platform: trust, scalability, security, and continuous upgrades. Simply put, Einstein Analytics helps you create intelligent experiences across your company. Let’s break down the components of Einstein Analytics:

Einstein Analytics Platform

Einstein Analytics is a powerful platform for building analytics apps for any business need, helping every user instantly understand all your company’s data, spot patterns, identify trends, share insights, and take action on any device.

Einstein Analytics Templates

Templates provide an accelerated start for customers kicking off their analytics journey across industries, job functions, and business needs. With best-practice KPIs that are customizable for your business, templates allow leaders to get their teams up and running on Einstein Analytics within 15-20 minutes, and in some cases even less. They can use industry or line-of-business templates as building blocks and easily create a complete analytics experience by combining the power of a few templates for different purposes.

Einstein Discovery

Einstein Discovery allows you to build predictive and prescriptive models and infuse intelligence everywhere. It does the heavy lifting for you, helping you find the right insights in your data and presenting them to you in simple stories. By uncovering key relationships and trends, Einstein Discovery helps you act on your data – right from where you work – to close deals faster, optimize every customer’s service experience, and unlock productivity for your entire organization.

Einstein Prediction Builder

Einstein Prediction Builder lets you access your CRM data to analyze and predict anything from customer churn to lifetime value and beyond – without any coding. You can easily build custom predictions on any Salesforce object using our simple point-and-click interface. And machine learning provides fast results automated specifically for your company. Better yet, its AI-prediction fields are easily accessible within Salesforce for the reps, agents, and marketers who need to act on them.

Einstein Analytics Plus

Includes all Einstein Discovery and Prediction Builder capabilities:
- Automatically analyzes millions of data combinations in minutes
- Build predictive and prescriptive models
- Get natural-language answers, explanations, and recommendations
- Take action on predictive insights embedded right in your CRM
- Embed real-time scoring

Access and customize all fast-start analytics templates
- Create unlimited custom apps
- Bring in any data with external connectors
- Clean and prepare data with Visual Data Prep
- Schedule, manage, and orchestrate data flows with Data Manager
- Create beautiful dashboards with Dashboard Designer

Embed analytics anywhere
- Get fast answers with Conversational Queries
- Take CRM actions with the Action Framework
- Collaborate and get alerts and notifications
- Interact with Analytics in custom applications with the Einstein Analytics SDK

Enhance security with Encryption at Rest**
- Utilize self-contained data storage
- Access Einstein Analytics developer support and administrative tasks
- Get unlimited online training
- Access 24/7 toll-free support

Einstein Predictions

Allow any user to view insights created with Einstein Discovery or Einstein Prediction Builder
Get recommended actions
Embed real-time scoring

For More Information
Contact your account executive to learn how we can help you accelerate your CRM success.

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$75 USD/user/month* (billed annually)

Einstein Analytics: A Quick Product Guide

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