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Data Prep Enhancements

Create datasets with the new, approachable editor. Powered by machine learning, enrich your internal and external data with intelligent transformations such as Sentiment Analysis.

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Einstein Discovery: Tree-Based Models

Expanding modeling capabilities beyond linear models, two new tree-based model types—GBM and XGBoost—are now available.
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**Direct Data for Snowflake**
Explore third-party data from Snowflake directly in real time. Get live insights in your dashboards without the need to sync data to and prep data for Einstein Analytics.

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**Design Best Practices Template**
Explore the best design practices with the new Einstein Analytics Design Template, customize dashboards to your personal themes and plug in your data to get started on building dashboards quickly

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**Dashboard Builder Enhancements**
Explore and create formulas between fields from different datasets in a single exploration with the new Data Blending UI. Text widget now supports dynamic text from multiple query results or selections

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**Einstein Discovery: Sensitive Fields**

By marking Sensitive Fields in your data such as Gender or Race, Einstein will provide deeper insights on any biases that may occur. Understanding the potential impact can help produce more accurate predictive models.

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**Pardot: B2B Marketing Analytics Plus**

With B2B Marketing Analytics Plus, marketers have access to a complete analytics platform built right into the CRM. Get a connected, intelligent, and enterprise-ready experience that ties together all of your data across all of your marketing applications and business units, enhanced further with predictive insights and recommendations. Fully understand what happened with your campaign, why it happened, and even what will happen in the future. Smart suggestions help you determine what to do next to maximize ROI at every stage of the funnel.

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**Einstein Analytics for Healthcare Enhancements**

Uncover AI-powered insights faster with new enhancements to the out-of-the-box analytics for healthcare. Sales reps at medical device companies can gain key account, inventory, and visit insights, while payers and providers can gain a better understanding of care plan performance and care request trends.

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Salesforce Surveys: Customer Lifecycle Analytics Enhancements

Enhancements to Customer Lifecycle Analytics include NPS and CSAT score analysis tied to customer journey stages in the Customer Lifecycle Feedback Designer, and enhanced response analysis including topic-based analytics, response cross-tabulation, and geographic and demographic question analysis.

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Einstein Analytics for Manufacturing Enhancements

Track and analyze change in forecasts at the account and product level, and with new multi-currency support, users can leverage pre-built templates to analyze data in any of the supported currencies in their organization.

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