

#3 Marketing Attribution (identity graph)

Example 1:

sessions			opened_emails_stats		
session_id	email	device_id	email	order_id	device_id
1	a@a.a	1	a@a.a		1
1	a@a.a	1	a@a.a		4
2	b@b.b	2	b@b.b		1
2	b@b.b	2		2	2
3	b@b.b				
3		3			

orders			CRM		
order_id	payment_account_id	device_id	client_id	email	payment_account_id
1	1	1	1	a@a.a	1
2	2	3	2	b@b.b	2

We can see that there are two client ids with one payment account each. There is connection between the tables by at least one column.

Therefore, we can state that there are two identities in Example 1.

Example 2:

table_1			table_2		
id_1	id_2	id_3	id_4	id_2	id_3
1111	2222	3333	444	2222	3335
null	2222	3334	445	null	3334
1111	null	3335	null	2223	3334
1112	2223	null			
null	null	3334			

In Example 2 we have 4 identities: there are two tables with rows collecting some information about four users (their IDs are indicated as columns).