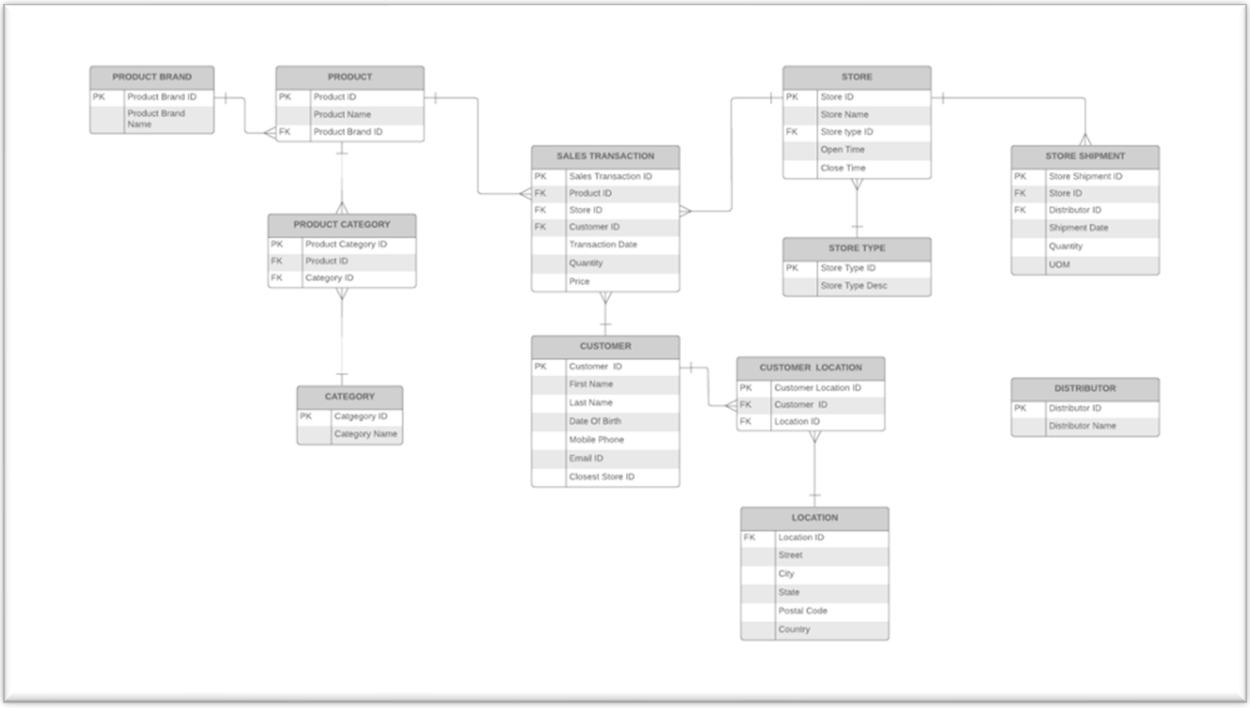
Source ERD for Demo:



Use case for Demo

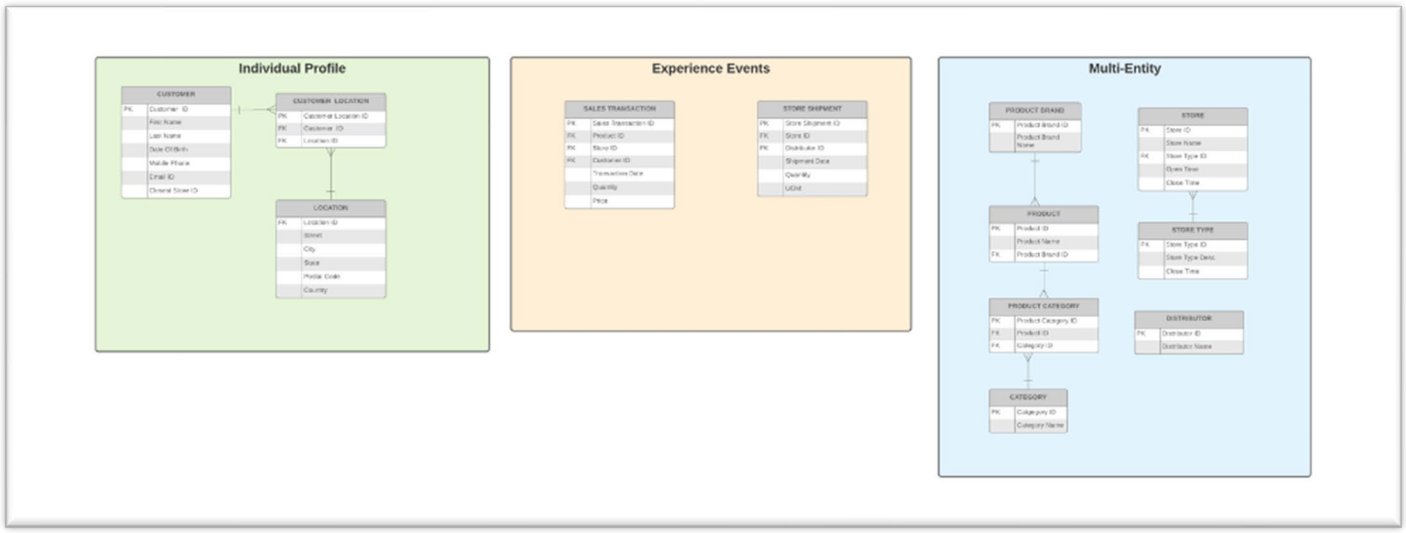
Use Case 1:

Send a newsletter, advertising new product releases with closest store address and name in the email

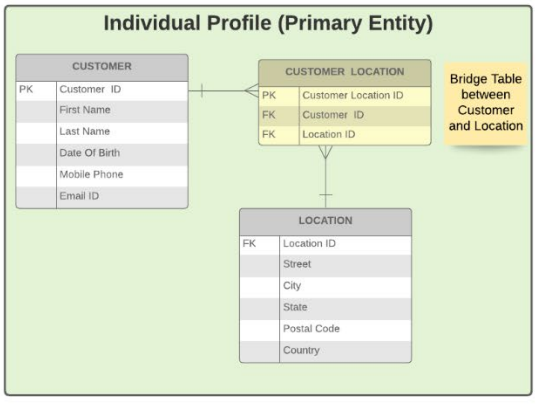
Use Case 2:

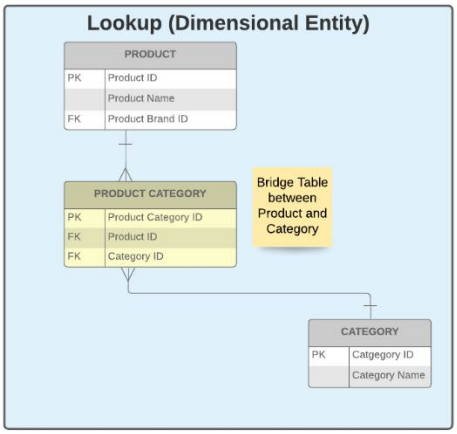
Streaming segment: suppress ads from all profiles who have bought shoes in the last 24 hours

Step 1: Sort

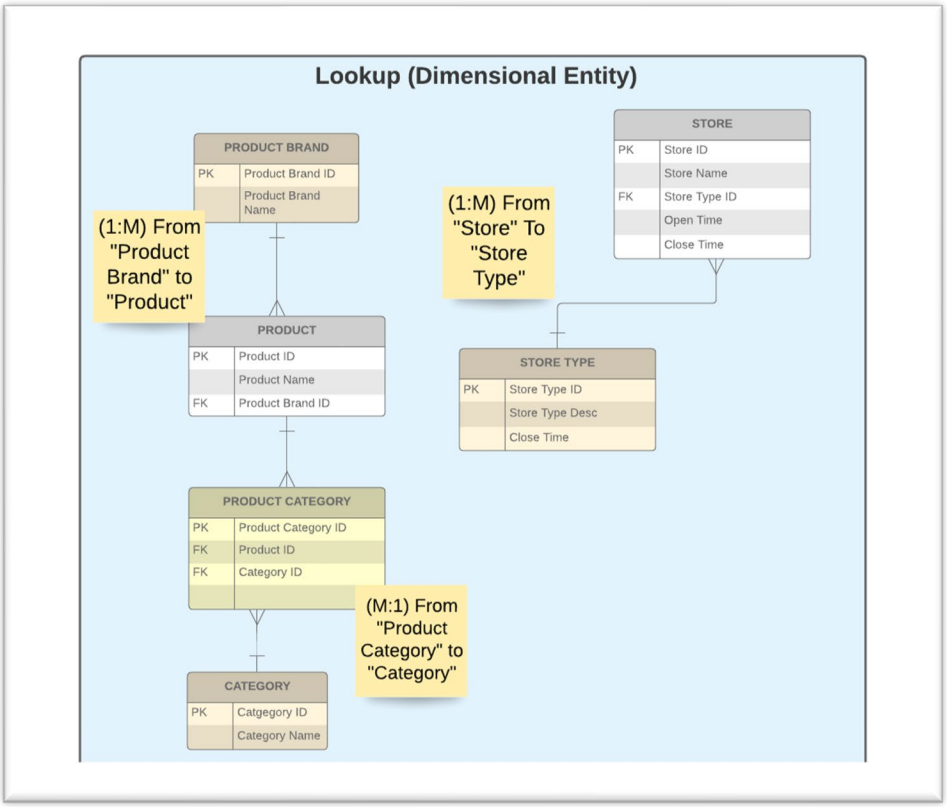


Step 2: Identify
2.1 Identify bridge tables

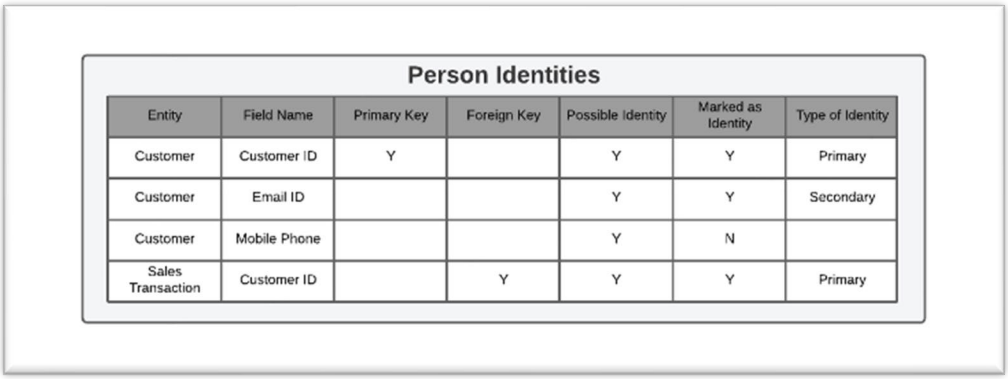




2.1 Identify 1:M & M:1 relationships



2.2 Identify person and non-person identities, and primary identities



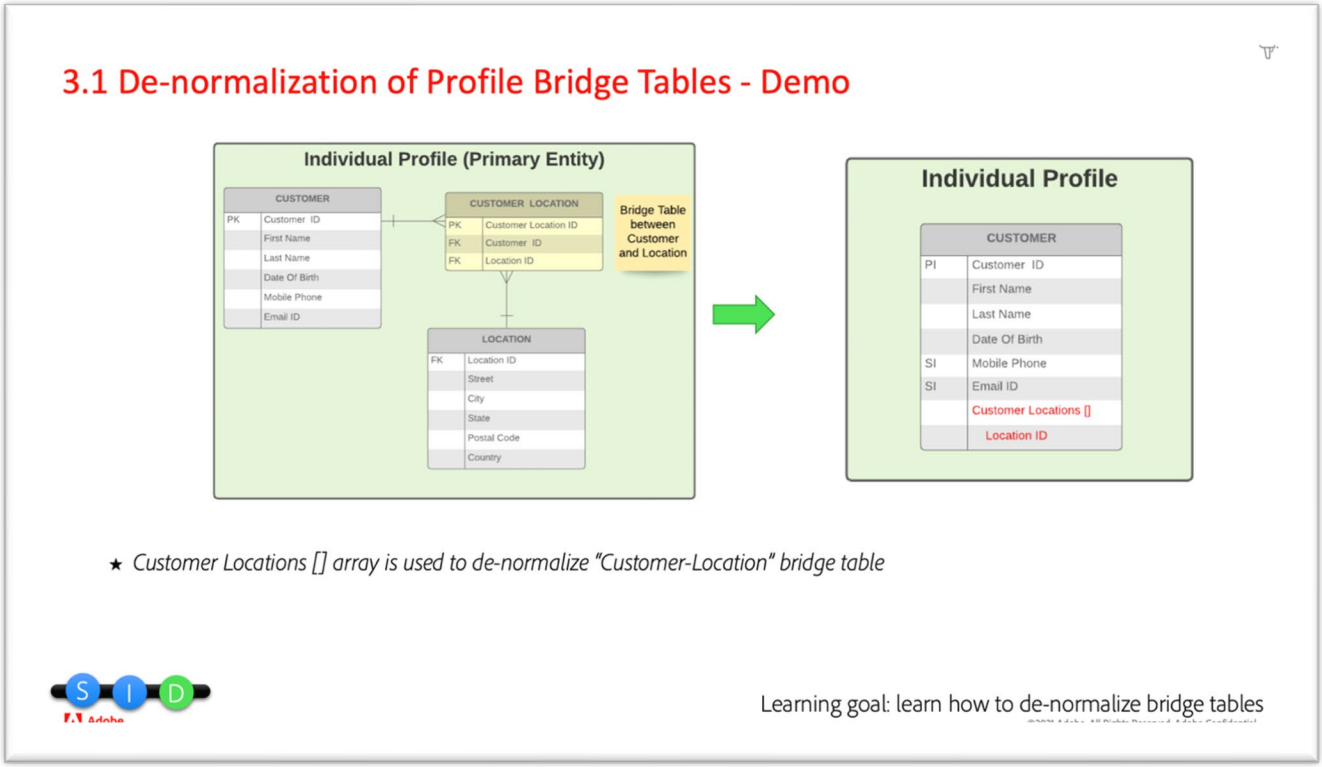
Person Identities

Entity	Field Name	Primary Key	Foreign Key	Possible Identity	Marked as Identity	Type of Identity
Customer	Customer ID	Y		Y	Y	Primary
Customer	Email ID			Y	Y	Secondary
Customer	Mobile Phone			Y	N	
Sales Transaction	Customer ID		Y	Y	Y	Primary

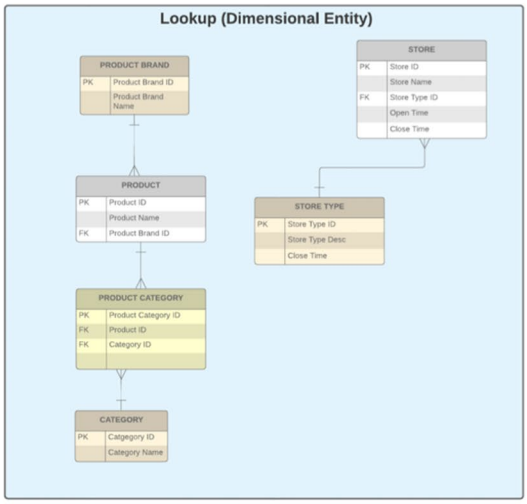
Non-Person Identities

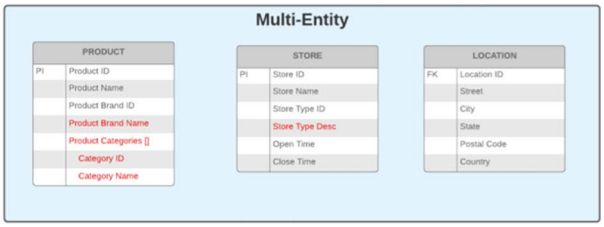
Entity	Field Name	Primary Key	Foreign Key	Possible Identity	Marked as Identity	Type of Identity
Product	Product ID	Y		Y	Y	Primary
Product	Product Type ID		Y	N	N	
Store	Store ID	Y		Y	Y	Primary
Store	Store Type ID		Y	N	N	
Sales Transaction	Sales Transaction ID	Y		N	N	
Sales Transaction	Product ID		Y	Y	Y	Reference / Relationship
Sales Transaction	Store ID		Y	Y	Y	Reference / Relationship

3.1 De-normalize Bridge Tables



3.1 De-normalization of Lookup Bridge Tables - Demo





- Any helper table associated with a lookup table must be de-normalized onto the lookup table, irrespective of the cardinality of the relationship
- Examples:
  - Brand Name & Category name are de-normalized onto the product schema because only one lookup hop is permitted from profile or event
  - Product Category bridge table de-normalizes as a Product Categories [] array on the product because bridge tables are always de-normalized as arrays

3.2 De-normalization for Personalization - Demo

- Closest store name and address are added to support the personalization use case
- Example:
  - Send a newsletter email advertising new product releases with closest store address and name

Learning goal: learn how to de-normalize for personalizatior

3.3 De-normalization for Streaming Segmentation - Demo

- ★ Data used in segmentation for streaming needs to either be denormalized on the profile or on the event
- ★ Example
  - ★ Streaming segment: suppress all profiles who have bought shoes in the last 24hours from advertisements.

Learning goal: learn how to de-normalize for streaming segmentation