Adobe Experience Platform SID Methodology Lab

CONTENTS

LAB OVERVIEW

Learn how to transform your relational data model into a no SQL format that Adobe Experience Platform can leverage. Follow the sort, identify, and de-normalization steps.

LEARNING OBJECTIVES

What should you walk away with after taking this Lab?

- Learn how to sort entities into profile, event, and lookup tables
- Identify primary & secondary identities
- Identify relationships between tables
- Identify bridge tables
- Identify one to many relationships
- Learn how to de-normalize bridge tables and one to many relationships based on source data, use case, and destination

LAB RESOURCES

See the PDF titled "Customer Systems" in the lab directory to guide

LAB TASKS

1. Sort
    - entities into profile,
    - entities into event
    - entities to lookup tables
2. Identify
    - profile & non profile identities
    - primary identities
    - relationships between tables
    - bridge tables
    - one to many relationships
3. Denormalize
    - Learn how to de-normalize bridge tables and one to many relationships based on source data
    - Learn how to de-normalize for personalization based on use case and destination

1.0 SORT

1.1 SORT ENTITIES INTO PROFILE, EVENT, AND LOOKUP TABLES

1. Sort the entities from the customer data model, and the streaming payloads above into the following classifications on worksheet 1:
    a. Profile
    b. Experience Event
    c. Lookup

Hint	**Profile:** Attributes relating to an individual person, typically a customer **Event:** Behavioral data such as actions a person can take, system events, or a concept where you track changes over time **Lookup:** Reference information about business objects

2.0 IDENTIFY

2.1 IDENTIFY BRIDGE TABLES (M:N), 1:M, & M:1 RELATIONSHIPS

Please fill out your answers in worksheet 2

2. **Identify** your bridge tables by circling them

3. Why did you choose those as bridge tables? Please describe in a few sentences.

Answer	

4. **Identify** any other 1:M and M:1 relationships by boxing them. There may be overlap with your bridge table identification. This is expected.

5. Why did you choose those as M:M and M:1? Please describe in a few sentences.

Answer	

2.2 IDENTIFY PROFILE AND NON-PROFILE IDENTITIES AND CHOOSE A PRIMARY IDENTITY

6. **Identify** profile identities on your source tables.
    a. **Write I** next to each identity attribute

7. Why did you choose those as your identities?

Answer	

8. **Identify** non-profile identities and identities to be used for relationships on your source tables
    a. **Write an I** next to your non-profile identities

9. Why did you choose those as your identities?

Answer	

10. **Identify** primary identities on your source tables
    a. **Write PI** next to your primary identities

11. Why did you choose those as your identities?

Answer	

3.0 DE-NORMALIZE

3.1 DE-NORMALIZE BRIDGE TABLES

To make your data usable by RTCDP, AJO, and CJA, based on the below, certain fields must be de-normalized onto profile, event, or lookup schemas.

- Where the data is coming from/how it is coming in
- Where the data is going
- Your use case

Take some time to review your use cases on your handout.

Please use worksheet 3 for this de-normalization work.

12. **De-normalize** your bridge tables onto the proper entities on worksheet 2.

Hint	Only one hop to a lookup is allowed from profile or experience event for batch use cases No hops to lookups from profile or experience event are allowed for streaming use cases

13. **De-normalize** your M:1 and 1:M relationships by writing them into the proper location on worksheet 2.
14. What object/data type do your de-normalized M:1 entities have? Why?

14 Answer	

3.2 DE-NORMALIZE FOR PERSONALIZATION

15. Review the use cases you are building your data model for. Is there any data from lookup tables that needs to be directly on the profile or event schemas for personalization use cases?

15 Answer	

16. **De-normalize** your model based on your answer to the previous question on worksheet 2.

Hint	Data used in personalization use cases must be de-normalized either on the profile or the event schema.

3.3 DE-NORMALIZE FOR STREAMING SEGMENTATION

17. Review the use cases you are building your data model for. Is there any data coming in streaming payloads that needs to be directly available on the event or profile schema for any real time segmentation use cases?

Answer	

18. **De-normalize** your model based on your answer to the previous question on worksheet 2.

Hint	All data used in real time segmentation use cases needs to be stored on the profile or event schemas because for streaming use cases you can't do a lookup.