A picture containing text, sign

Description automatically generated

SID Methodology Lab

2. Identify Part 2

Contents

[Lab Overview 2](#_Toc111191658)

[Learning Objectives 2](#_Toc111191659)

[Lab Tasks 2](#_Toc111191660)

[2. Identify 4](#_Toc111191661)

[Part 2: Identify Identities, Relationships & Required Fields 4](#_Toc111191662)

# Lab Overview

Learn how to transform your relational data model into a NoSQL architecture that the Adobe Experience Platform’s Real-Time Customer Profile can leverage. Follow the SID methodology steps of sort, identify, and de-normalization.

# Learning Objectives

**What should you walk away with after taking this Lab?**

* Identify the primary identities used for storage within the Real-Time Customer Profile
* Identify other person-based identities within the primary entity classes that can be used to uniquely identify a person

# Lab Tasks

Identify

* Individual profile primary identities
* Individual profile person identities
* Individual profile relationship identities
* Experience Events primary identities
* Experience Events person identities
* Experience Events relationship identities
* Lookups primary identities

**DEMO: Reference Demo Data model  - Answer Key**

**Diagram

Description automatically generated**

# 2. Identify

## Part 2: Identify Identities, Relationships & Required Fields

For each type of entity, identify rows as being identities, primary identities, or reference identities (participating in a relationship).

**Rules to remember:**

* Remember, where a bridge table exists between a Primary Entity (“P” or “E”) and a Lookup Entity (“L”) treat the Bridge table as part of the Primary Entity
* it is important to validate identities are unique at this stage to avoid rework during data ingestion
* For Experience Event schemas, the Primary Identity is what uniquely identifies that behavior to a single person.
* For lookup tables, the primary key (PK) from the relational model will always be the Primary Identity

**Individual Profile- Traits**

1. Fill out the chart below for your individual profile- traits entities. Write either PI, I, or R on the left column of each entity.
   * Identify primary identity (PI)
   * Identify other person identities (I)
   * Identify relationship identities (R)

Diagram

Description automatically generated

**Experience Events - Behaviors**

1. Fill out the chart below for your Experience Event entities. Write either PI, I, R, \_id, T, or ET on the left column of each entity.
   * Identify primary identity (PI)
   * Identify other person identities (I)
   * Identify relationship identities (R)
   * Identify \_id and timestamp (\_id & T)
   * Identify Event Type (ET)

|  |  |
| --- | --- |
| Tip | **\_id** is used to uniquely identify an event record. It might not map directly to the Primary key in the source system as event data in AEP is immutable.  **Timestamp** – Timestamp column is used to track the events over time.  **Event Types** – describes the high-level behavior of the event data (i.e. purchase, reservation booked, etc.) |

Diagram

Description automatically generated

**Diagram

Description automatically generated**

**Text

Description automatically generated with medium confidence**

E

Table

Description automatically generated

Table

Description automatically generatedTable

Description automatically generated

E

E

**Lookup**

1. Review the lookup entities. Write PI on the left column of each entity next to any primary identities.
   * Identify primary identity (PI)

Graphical user interface, table

Description automatically generated