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SID Methodology Lab

3. De-normalize

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# 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?**

* Learn how to de-normalize bridge tables
* Learn how to de-normalize other relationships based on source data, use case, and destination
* Learn what to de-normalize and how much to de-normalize

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

Diagram

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3. De-Normalize

## 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

**Rules to remember:**

* ***Rule# 1****: Any schema in the relational model that is labeled as a “1:M” or “B” will act as an object array on the parent entity*
* ***Rule #2****: When Rule #1 is applied to Individual Profile labeled schemas object arrays should be interrogated to determine if they should be further de-normalized into specific trait sets*
* ***Rule #3****: Any schema in the relational model that is labeled as “M:1” will act as either an object or a list of fields on its parent entity*

Take some time to review your use cases:

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Let’s try it together!

De-normalize for Individual Profile – Traits

1. **De-normalize** the address entity onto the customer account entity below:

Application, table

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Try it by yourself:

De-normalize for Individual Profile – Traits

1. **De-normalize** active lines onto the customer account entity that you used in the previous step.

De-normalize for Experience Events – Behaviors

1. **De-normalize** all the entities that need to be on the orders table below:

Table

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1. **De-normalize** all the entities that need to be on the Billing table below:

Table

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De-normalize for Lookups

1. **De-normalize** all entities that belong on the core lookup tables:

Diagram, table

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## De-normalize for Personalization and Streaming Use Cases

1. Review the use cases for which you are building your data model.

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1. **De-normalize** your model further by adding more properties onto the primary entities (Individual Profile and Experience Event) .
   * Use the same diagrams from above.

|  |  |
| --- | --- |
| Reminder | Data used in personalization use cases must be de-normalized either on the profile or the event schema, unless you are using an event-based journey in which case you will have access to the lookups off of the event. |