



The background features a dynamic pattern of overlapping horizontal bands in various colors, including shades of blue, yellow, red, and black, arranged in a diagonal fan-like shape that tapers towards the center. The background is set against a solid red rectangular area that occupies the upper right and lower right quadrants of the frame.

Adobe Summit

Welcome to Adobe Summit 2025

L123 - From Data to Decisions: Data Science for Customer Journey Analytics Lab

Brian Au – Senior Product Manager, Adobe

Julien Piccini – Senior Data Architect, Adobe

**Adobe
Summit**



Julien Piccini

Adobe



Brian Au

Adobe



Adobe Summit

March 17–20 | Las Vegas and online

L123 – From Data to Decisions: Data Science for Adobe Customer Journey Analytics

- **Purpose:**

- Participants will gain hands-on experience analyzing and visualizing CJA data utilizing aepp and cjapy Python libraries.

- **Objectives:**

1. Learn advanced data integration techniques using Python to efficiently process and prepare AEP data for CJA.
2. Learn to build and optimize automated workflows that enhance data quality and streamline auditing processes within CJA.
3. Develop practical skills in implementing advanced analytics solutions using Python libraries and Adobe APIs to extract meaningful insights from CJA data.

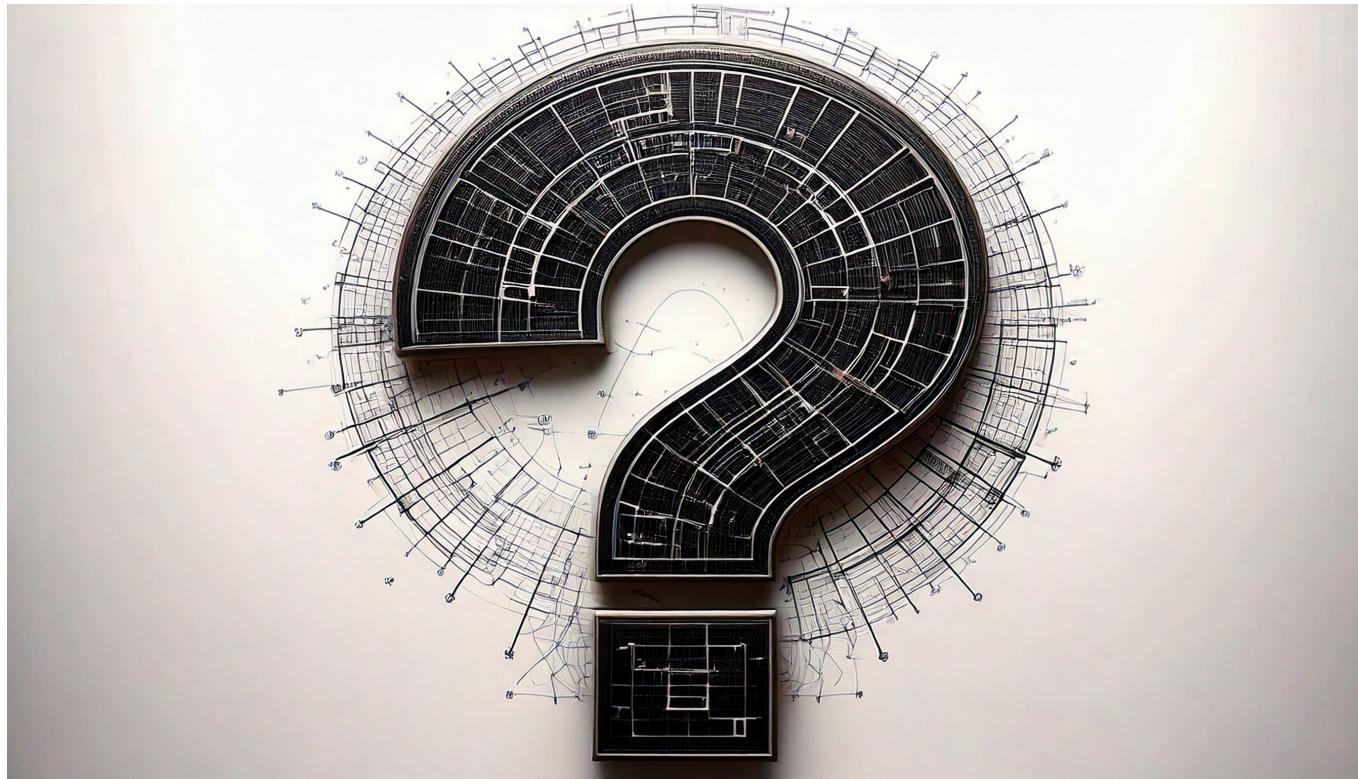
- **What You Will Leave With:**

1. All the code used in the CJA Lab
2. New data science skills to apply with AEP & CJA

Adobe

© 2025 Adobe. All Rights Reserved. Adobe Confidential.

Why Python?



Adobe

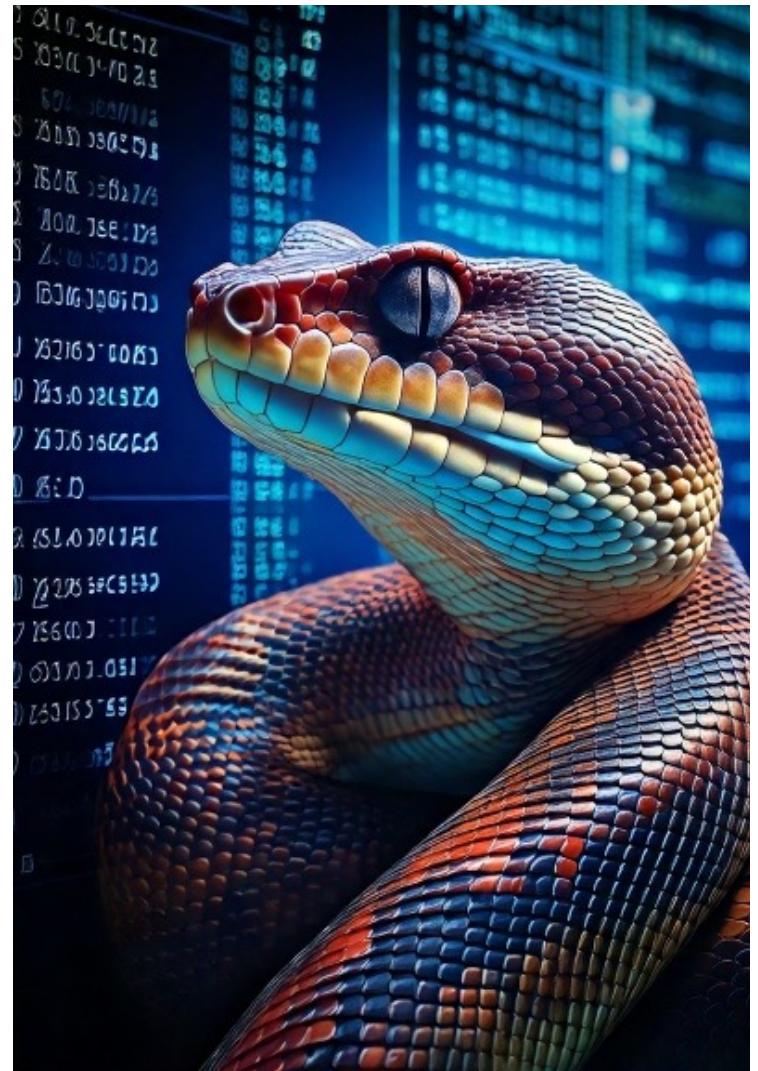
© 2025 Adobe. All Rights Reserved. Adobe Confidential.

AEPP & CJAPY



Why AEP + CJA with Data Science?

- **Analytics Integration:** Combine AEP's data collection with CJA's analysis capabilities for deeper insights
- **Predictive Modeling:** Use data science algorithms to forecast customer behavior and trends
- **Automated Workflow Optimization:** Simplify processes through Python-based automation
- **Enhanced Data Governance:** Ensure data quality and compliance with automated monitoring
- **Scalable Infrastructure:** Process large volumes of data efficiently



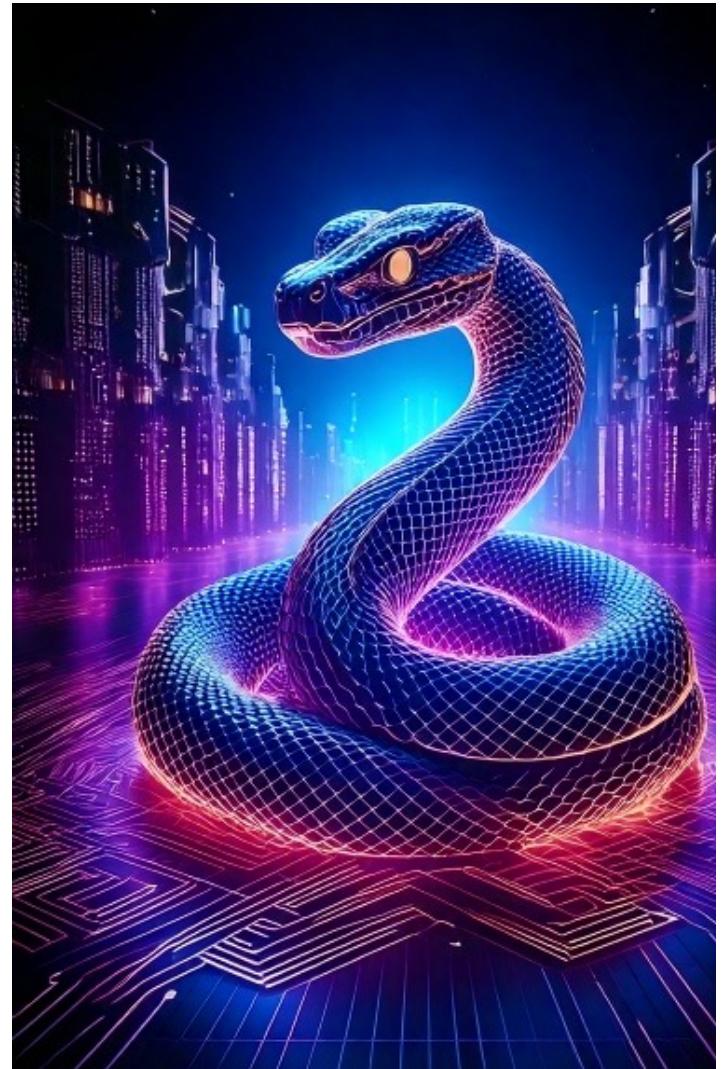
L123 Notebook Progression

- **Notebook 1: Introduction to cjapy** - Basic setup and configuration of the Python environment for CJA integration
- **Notebook 2: Solution Design & Data Usage** - Building solution designs and mapping XDM fields to bridge data analysis and architecture
- **Notebook 3: Advance Analytics** - Leveraging Python ecosystem for deeper CJA data analysis and complex data requests
- **Notebook 4: Visualization & Forecasting** - Creating advanced visualizations and predictive models using Python libraries
- **Notebook 5: Summary Data to AEP** - Building data pipelines from CJA to Adobe Experience Platform*
- **Notebook 6: Solution Design Reference** - Automating documentation generation for CJA Data View configurations

*Note: Notebook 5 will not be run in full during the live lab session.

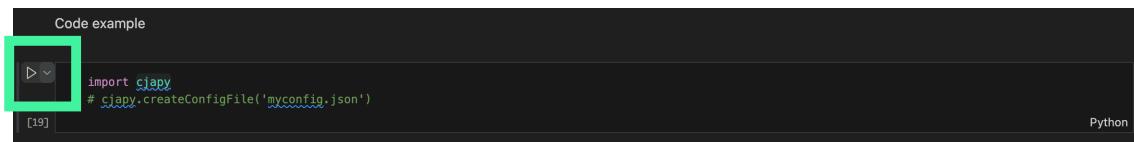
Adobe

© 2025 Adobe. All Rights Reserved. Adobe Confidential.



Jupyter Notebooks Format

- All required notebooks and libraries have been pre-loaded and installed on your workstation.
- Click the "Play" button on each code cell block to execute them in order from top to bottom.



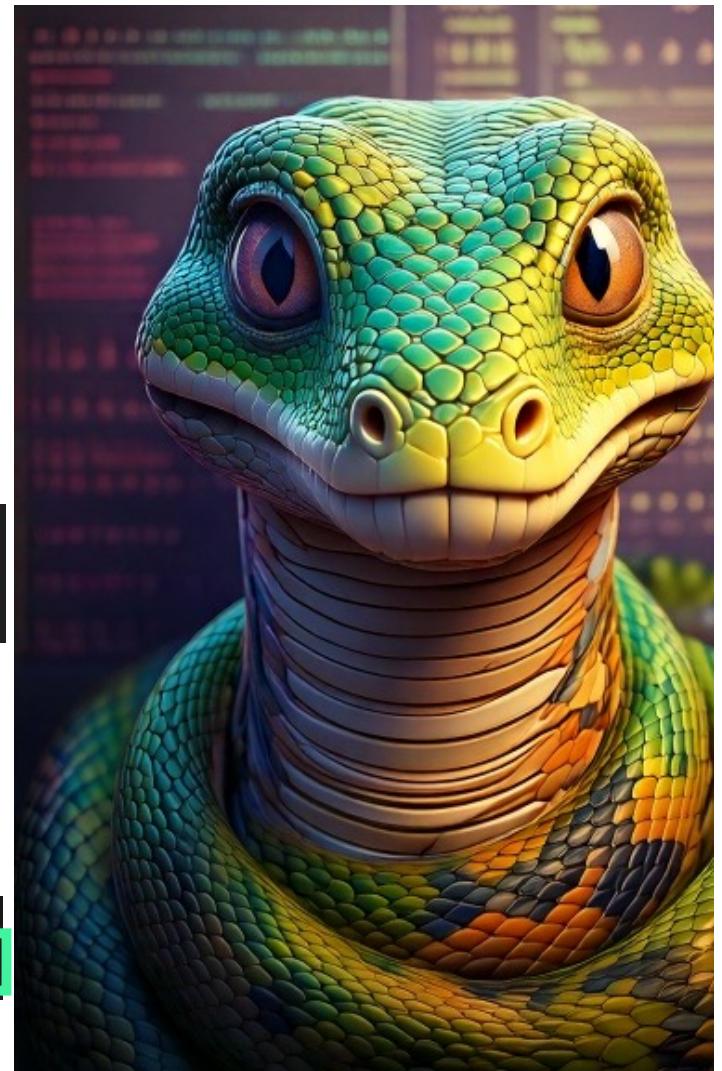
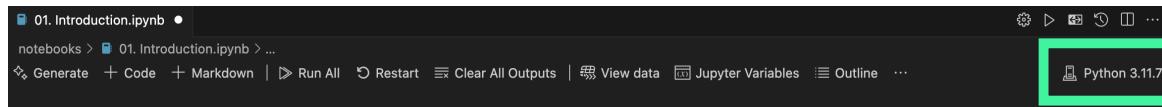
Code example

```
▶ import cappy  
# cappy.createConfigFile('myconfig.json')  
[19]
```

Python

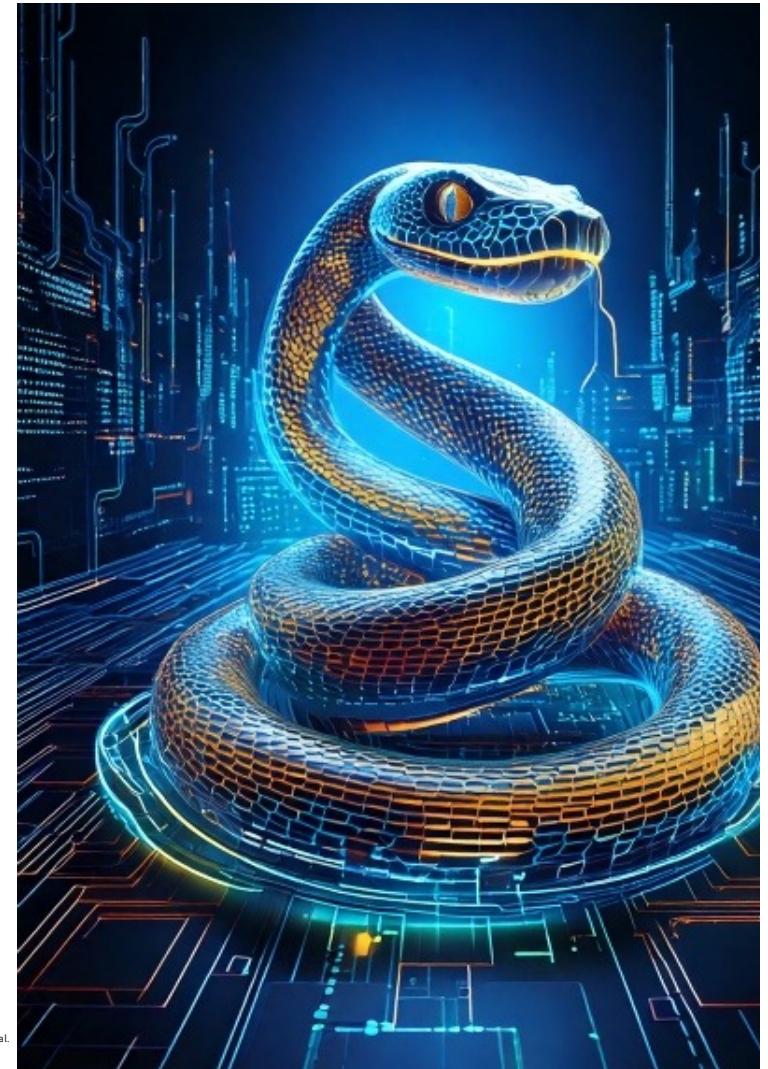
A screenshot of a Jupyter Notebook cell. The cell contains Python code: `import cappy` and `# cappy.createConfigFile('myconfig.json')`. The first line has a green rectangular highlight around its play button icon. The cell index '[19]' and language 'Python' are at the bottom right.

- Work at your own pace while reading and experimenting with the code.
- For Python Environment (Kernel) Select: **Python 3.11.7**



Hands-On Lab Guidance

- Take your time as we work through the Jupyter notebooks all together
- Experiment by modifying the code in a separate file
- Learn how Python handles processes and data flows
- If you need help, our Lab TAs are here to support you as best they can

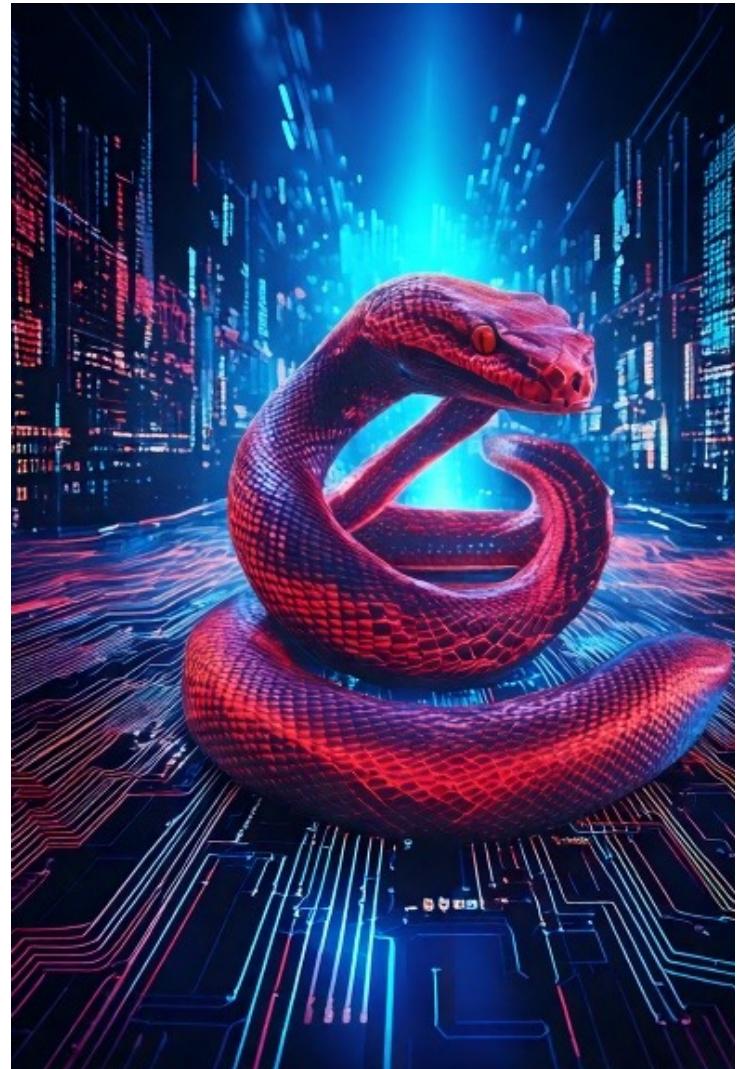


Remember, this lab isn't about racing to the finish line—it's about learning and understanding through hands-on experience.

Happy Python coding & AEP/CJA exploring!

Adobe

© 2025 Adobe. All Rights Reserved. Adobe Confidential.



closing remarks

- 'L123 - From Data to Decisions: Data Science for Customer Journey Analytics Lab' GitHub repository:
https://github.com/pitchmuc/CJA_Summit_2025
- aepy, cjapy, and CJA API resources for further learning and exploration:
 - **aepy GitHub Repository:** <https://github.com/adobe/aepy>
 - **cjapy GitHub Repository:** <https://github.com/pitchmuc/cjapy>
 - **CJA API Documentation:** [Adobe CJA APIs](#) | [Use Cases](#) | [Quick Start Guide](#) | [CJA API GitHub](#)
 - **Adobe Developer Console Guide:** [Getting Started](#)
- Brian's Social Links:
 - <https://www.linkedin.com/in/brianau/>
 - [Brian Au Experience League Blog](#)
- Julien's Social Links:
 - <https://www.linkedin.com/in/julien-piccini>
 - <https://www.datanlyst.info/>

Adobe

© 2025 Adobe. All Rights Reserved. Adobe Confidential.

https://github.com/pitchmuc/CJA_Summit_2025



Adobe

© 2025 Adobe. All Rights Reserved. Adobe Confidential.

Take the survey in the Summit app for a chance to win!

Session prize (one per session)
\$20 Starbucks gift card



Grand prize (one per day)
Bose QuietComfort Ultra Headphones

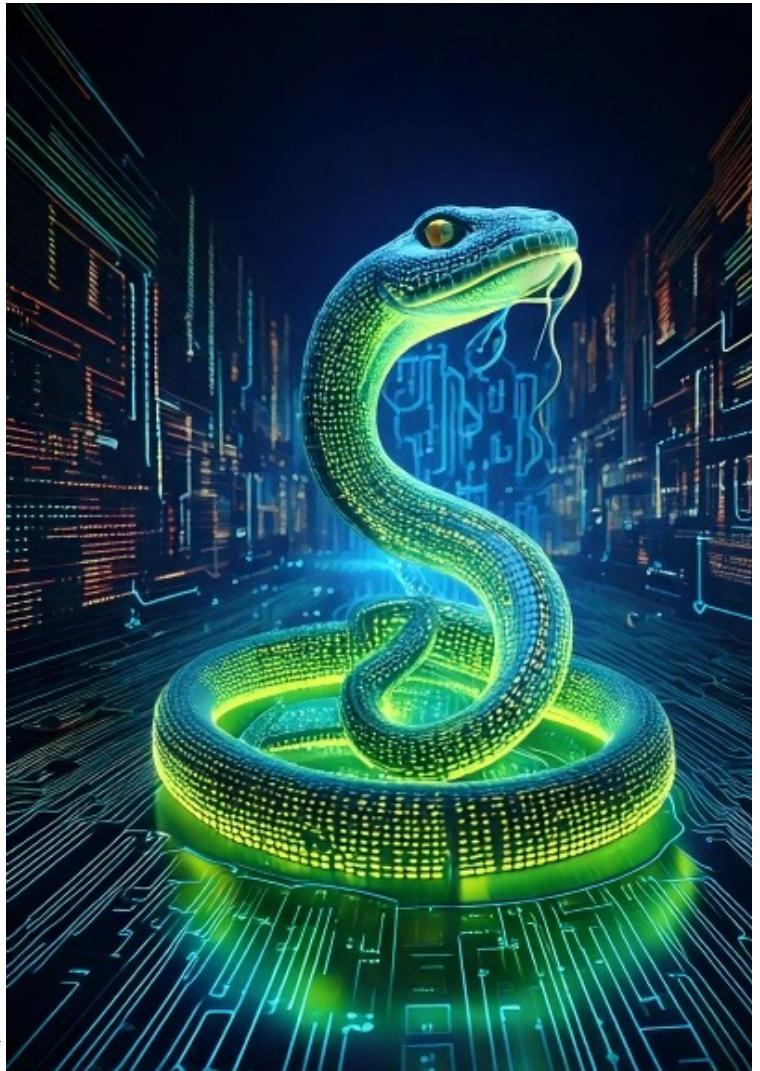


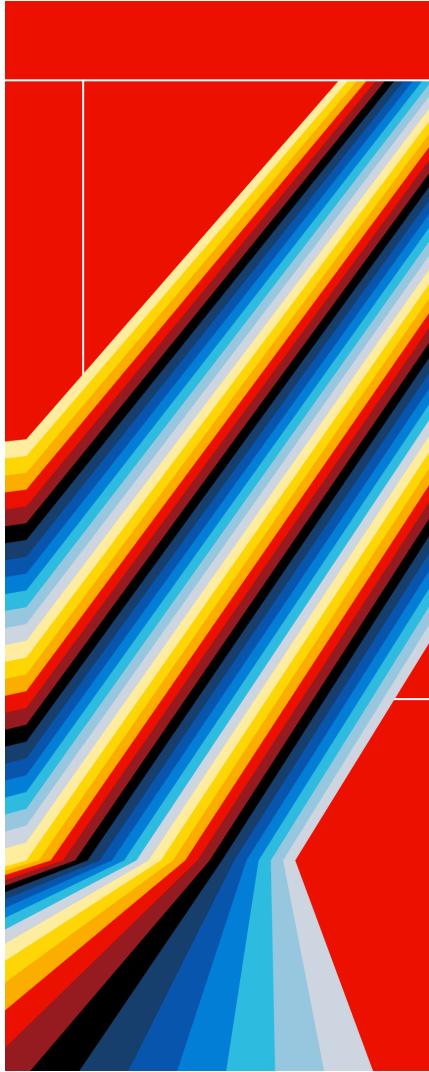
OPEN

Q&A

Adobe

© 2025 Adobe. All Rights Reserved. Adobe Confidential.





Adobe Summit