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Topic: 1
Unified Scenario Simulation

Business context
Company Background
Vireo Organics is a direct-to-consumer organic grocery brand based in Utrecht. It sells through a webshop and a loyalty app, and it recently adopted SAP Customer Data Platform to build one trusted view of each shopper.
Team Setup
A small team runs the platform: a data engineer manages ingestion, a marketing analyst builds segments, and a consultant configures identity resolution and the customer schema.
Current Situation
The same shopper often appears as two different records because the webshop and the loyalty app use different keys. Reports double-count people, and personalization feels disjointed.
Current Constraints
Fields arrive in inconsistent formats, some records are missing values the business considers essential, and no one has confirmed that resolution is actually merging the right records.
Improvement Goals
Vireo Organics wants duplicate records unified into one customer profile, ingestion structured by a clear customer schema, and a way to verify that resolution produced the correct unified profile.
Your assignment
Across three challenges you will unify duplicate records through identity resolution, structure ingestion using the customer schema, and verify that the unified profile is correct
1. CHALLENGE 1 — Unifying Duplicate Customer Records
• Review which identifiers reliably represent an individual across sources.
• Configure matching so records sharing those identifiers resolve into one profile.
• Confirm that a known duplicate now appears as a single unified profile.
Checkpoints
• Two records with a shared reliable identifier resolve into one profile.
• Distinct people are not merged on a weak or shared-household value alone.
2. CHALLENGE 2 — Structuring Ingestion with the Customer Schema
• Map each source field to the appropriate schema attribute.
• Normalize inconsistent formats during ingestion.
• Mark essential fields as required so gaps are surfaced.
Checkpoints
• The same logical field from different sources lands on one schema attribute.
• Records missing an essential value are flagged rather than loaded silently.
3. CHALLENGE 3 — Verifying the Unified Profile
• Select representative test customers to inspect.
• Confirm attributes and linked records look correct on the unified profile.
• Confirm conflicting values resolve according to configured precedence.
Checkpoints
• A test profile shows the expected linked sources and attributes.
• Attribute conflicts resolve by configured precedence, not at random.

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Question: 1

CHALLENGE 1 — Unifying Duplicate Customer Records
What does identity resolution produce for a shopper whose records match across sources?

A. A single unified customer profile that consolidates the matched records
B. A separate profile for every source that is never combined
C. A marketing email sent to the shopper automatically
D. A retention rule that deletes one of the records

Answer: A

Explanation:
Resolution consolidates matched records into one unified profile.

Question: 2

CHALLENGE 1 — Unifying Duplicate Customer Records
Which identifier is the sounder basis for matching the webshop and loyalty records?

A. The name of the source system
B. A consistently captured email address
C. A free-text nickname entered differently in each source
D. The record's creation timestamp

Answer: B

Explanation:
A stable, consistent identifier such as email is reliable for matching.

Question: 3

CHALLENGE 1 — Unifying Duplicate Customer Records
Two genuinely different people share one household email and were merged. What is the best fix?

A. Accept the merge because a shared email always means one person
B. Delete one of the two people to remove the conflict
C. Require an additional matching identifier before records merge
D. Turn identity resolution off for every profile

Answer: C

Explanation:
Requiring more than one identifier prevents merging distinct people on a shared value.

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Question: 4

CHALLENGE 1 — Unifying Duplicate Customer Records
How can the consultant confirm a specific duplicate was resolved correctly?

A. Assume success because the configuration screen saved
B. Wait for a quarterly report to show fewer duplicates
C. Ask each source owner whether they think it worked
D. Open the resolved profile and confirm the expected source records are linked

Answer: D

Explanation:
Inspecting the resolved profile verifies the outcome directly.

Question: 5

CHALLENGE 2 — Structuring Ingestion with the Customer Schema
A source field has no matching schema field. What is the right action?

A. Rename existing fields until one happens to line up
B. Extend the schema or map the field to a suitable existing attribute
C. Load the field and trust the platform to place it somewhere, an option the team initially considered.
D. Abandon the whole source because one field has no match

Answer: B

Explanation:
Reconciling the field with the schema before load keeps data usable.
Topic: 2
Micro Skill Drill Exam

Question: 6

Harlow Nutrition ingests customer records from a webshop and a loyalty app, and the same shopper appears twice because each source uses a different key. A consultant wants one unified view per shopper.
Which mechanism unifies the two records into a single customer profile?

A. Identity resolution matching on shared identifiers such as email so the records link into one profile
B. Keeping both records separate and letting reports add the totals together later
C. Deleting the loyalty record so only the webshop record remains active
D. Renaming one record manually whenever an analyst happens to notice the overlap

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Answer: A

Explanation:
Identity resolution compares configured matching identifiers and links records that share them into one unified profile.

Question: 7

Silverbrook Appliances is preparing its first data ingestion and must decide how incoming customer fields are structured before loading.
What role does the customer schema play here?

A. It permanently hides all ingested data from every console user
B. It replaces the need to configure any data sources at all
C. It defines the structure and field types that ingested customer data must conform to
D. It sends promotional messages to customers as soon as data arrives, an approach the team assumed would be acceptable here.

Answer: C

Explanation:
The customer schema specifies the fields and types that inbound data maps into, giving ingestion a consistent structure.

Question: 8

Merrivale Chocolates must ensure customer data is not kept longer than a defined period after a customer becomes inactive.
Which capability enforces this time limit?

A. Sending inactive customers an email asking them to delete themselves
B. Data retention rules that automatically remove data once the defined period elapses
C. A manual reminder in a spreadsheet that someone deletes data eventually, leaving the current setup essentially untouched.
D. Keeping all data forever because storage is inexpensive anyway

Answer: B

Explanation:
Data retention rules apply the defined period and remove data automatically, enforcing the policy consistently.

Question: 9

Crestfield Outdoors wants to flag customers who have purchased in the last quarter so teams can recognize recent buyers.
Which construct captures this derived signal on the profile?

A. A promotional email sent to everyone regardless of purchase history, which appeared to be the simpler path at the time.
B. A manual note typed onto each profile one customer at a time
C. A retention rule that deletes customers who bought recently
D. An activity indicator that derives the recent-purchase signal from underlying events

Answer: D

Explanation:
An activity indicator derives a meaningful signal, such as recent purchasing, from the customer's events.

Question: 10

Ashford Millworks wants analysts to investigate customer data interactively to answer new questions as they arise.
Which capability best supports open-ended investigation?

A. A customer exploration that lets analysts probe the data along different dimensions
B. A single fixed number printed once and never changed again
C. An outbound email campaign sent before any analysis is done
D. A retention rule that removes the data the analysts want to study, so the work could continue without waiting on anyone.

Answer: A

Explanation:
Customer explorations let analysts investigate the data interactively across dimensions to answer emerging questions.

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