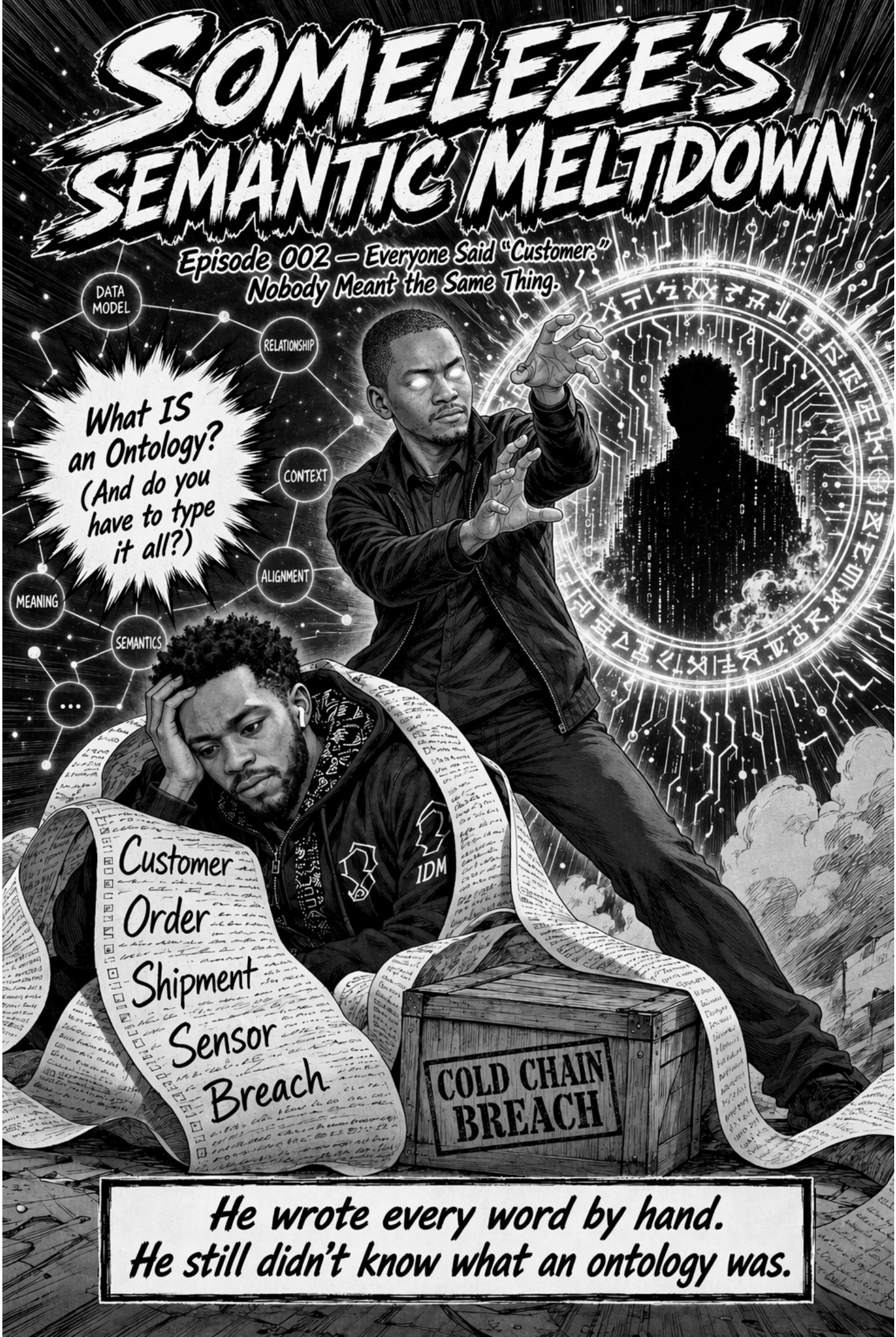
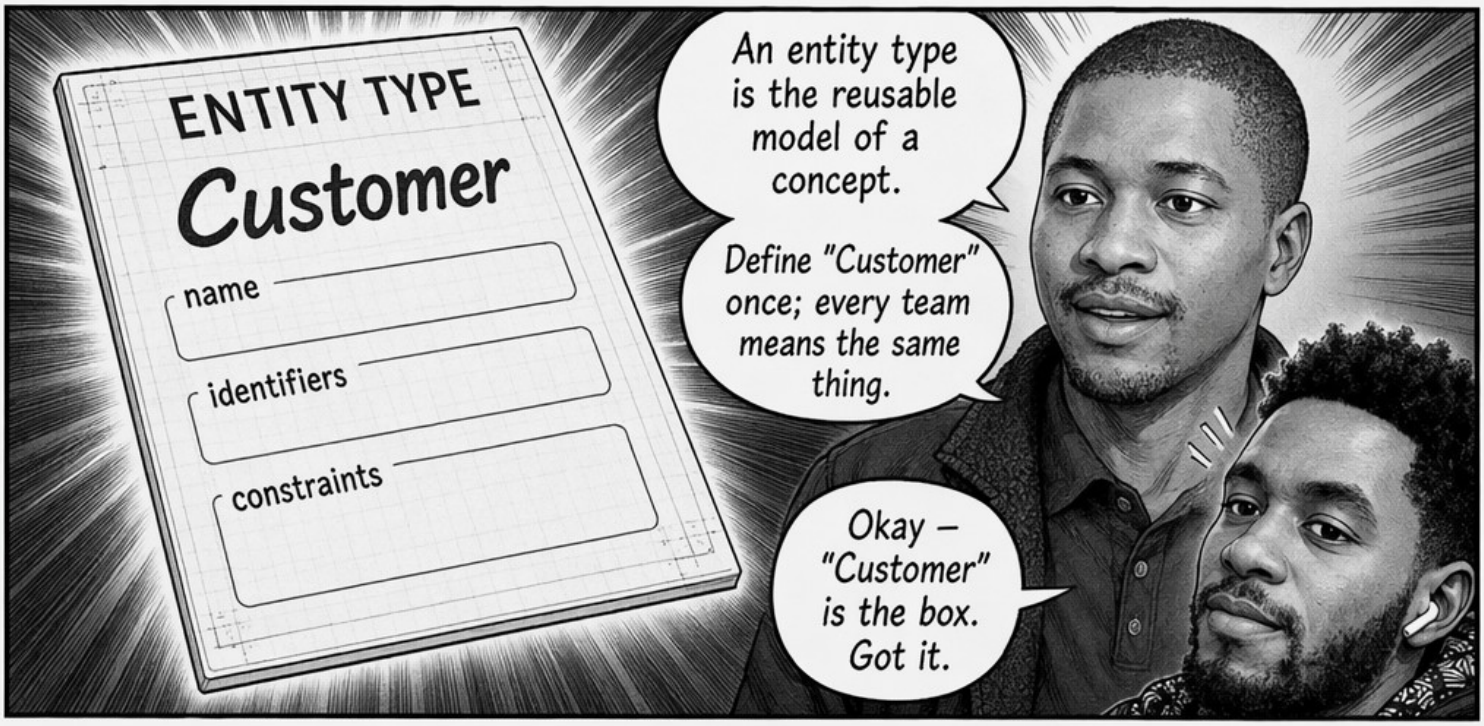
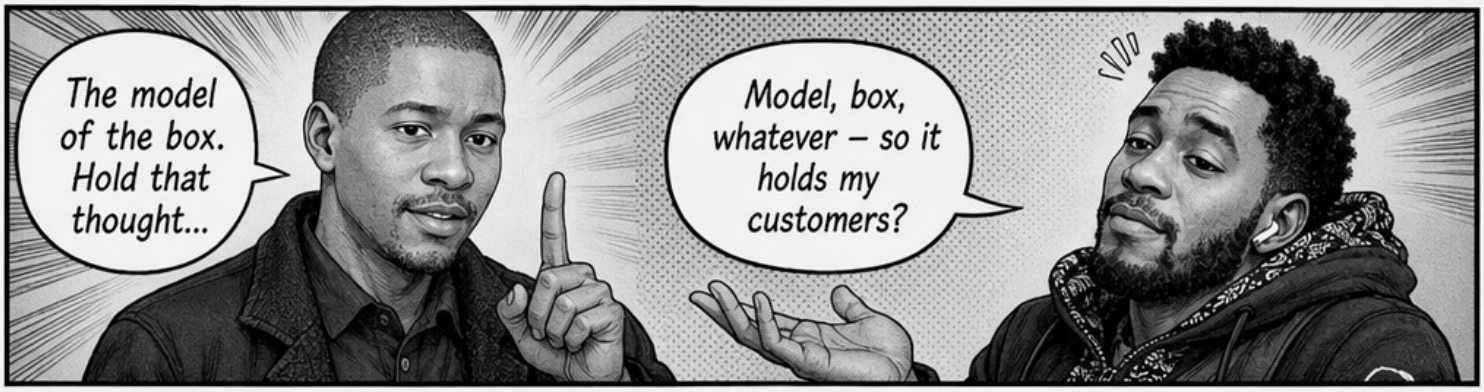

SOMELEZE'S SEMANTIC MELTDOWN
Episode 002 — Everyone Said "Customer." Nobody Meant the Same Thing.
DATA MODEL
RELATIONSHIP
CONTEXT
ALIGNMENT
SEMANTICS
MEANING
...
What IS an Ontology? (And do you have to type it all?)
Customer
Order
Shipment
Sensor
Breach
IDM
COLD CHAIN BREACH
He wrote every word by hand.
He still didn't know what an ontology was.



A MILE OF WORDS. ZERO CONNECTIONS.
SO WHAT'S AN ONTOLOGY REALLY MADE OF?

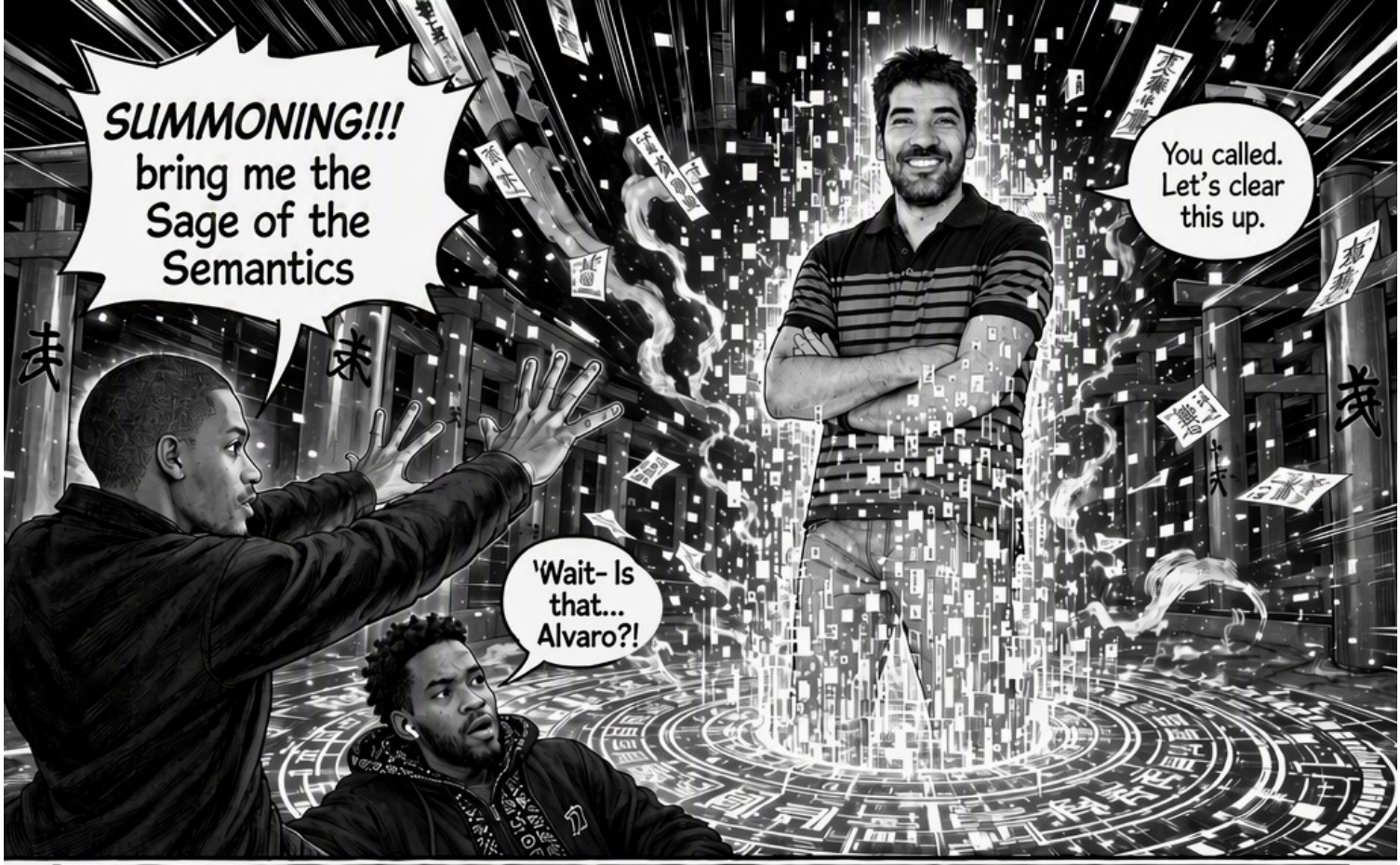






He said "box." He's about to fall in it.


So the "Customer" type IS Maria who placed order #5, right?
No — the type is the model. Maria is an instance.
Maria — order #5
But they're both called "Customer"...
Maria is one occurrence. The type describes ALL customers.
Customer
type | model | blueprint
Maria | maria@... | order #5
So... the type is a customer, and Maria is also a customer?
One breath. Don't melt down. Not today.
...Okay. I'm calling in backup.
There are questions every teacher can answer... and then there are Josh questions.

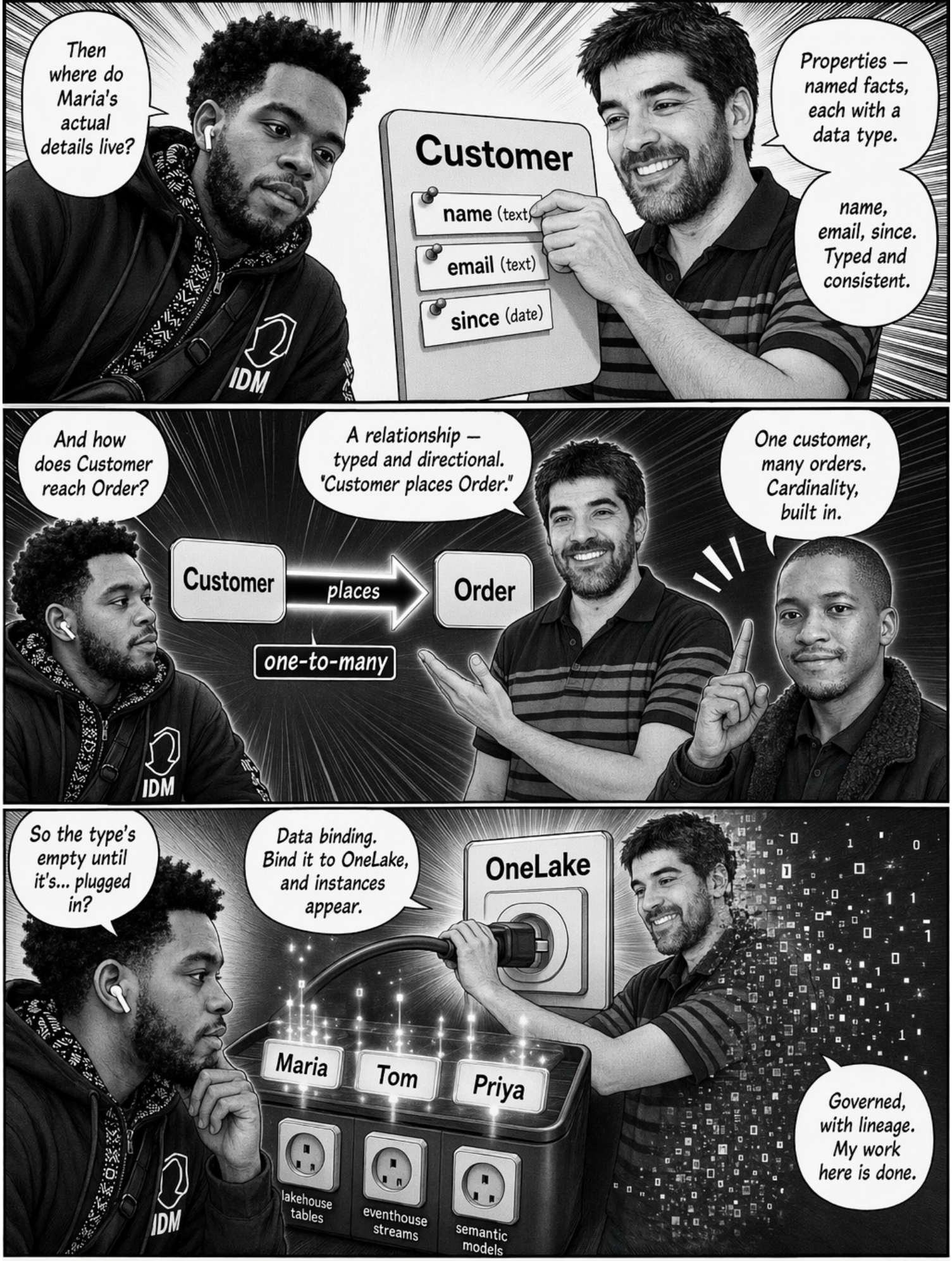




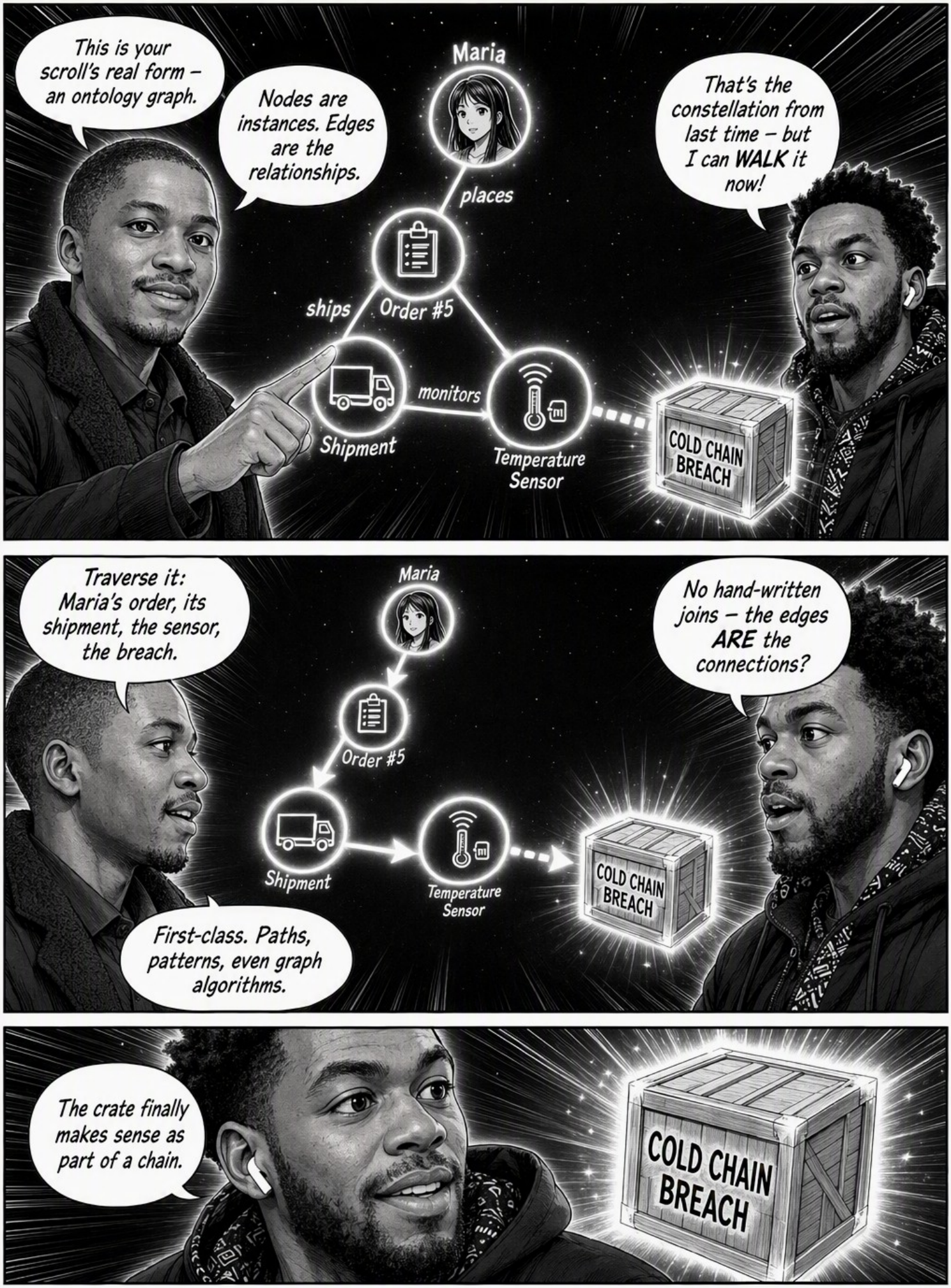




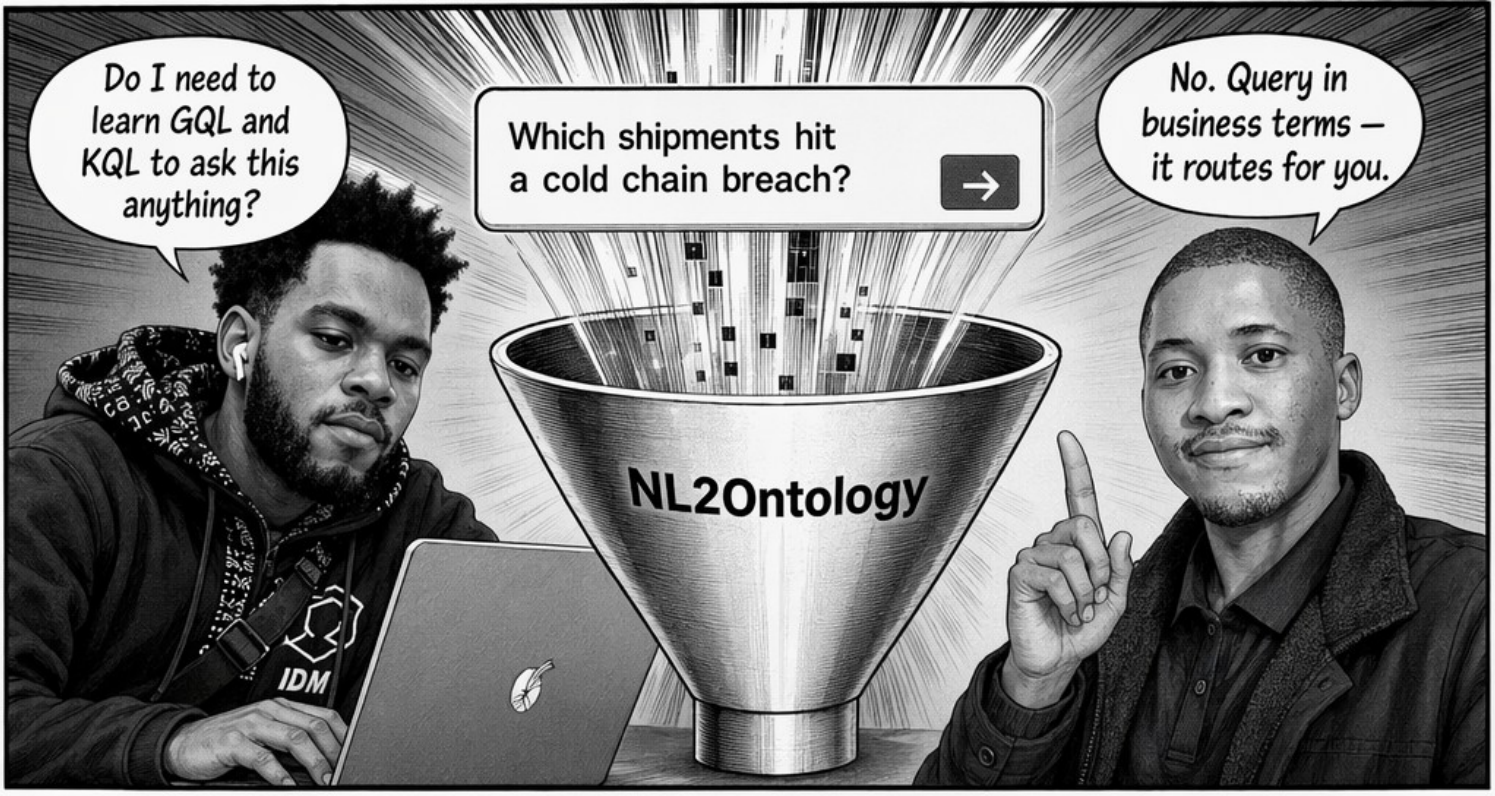
One cutter. Many cookies. But where do the cookies get their filling?

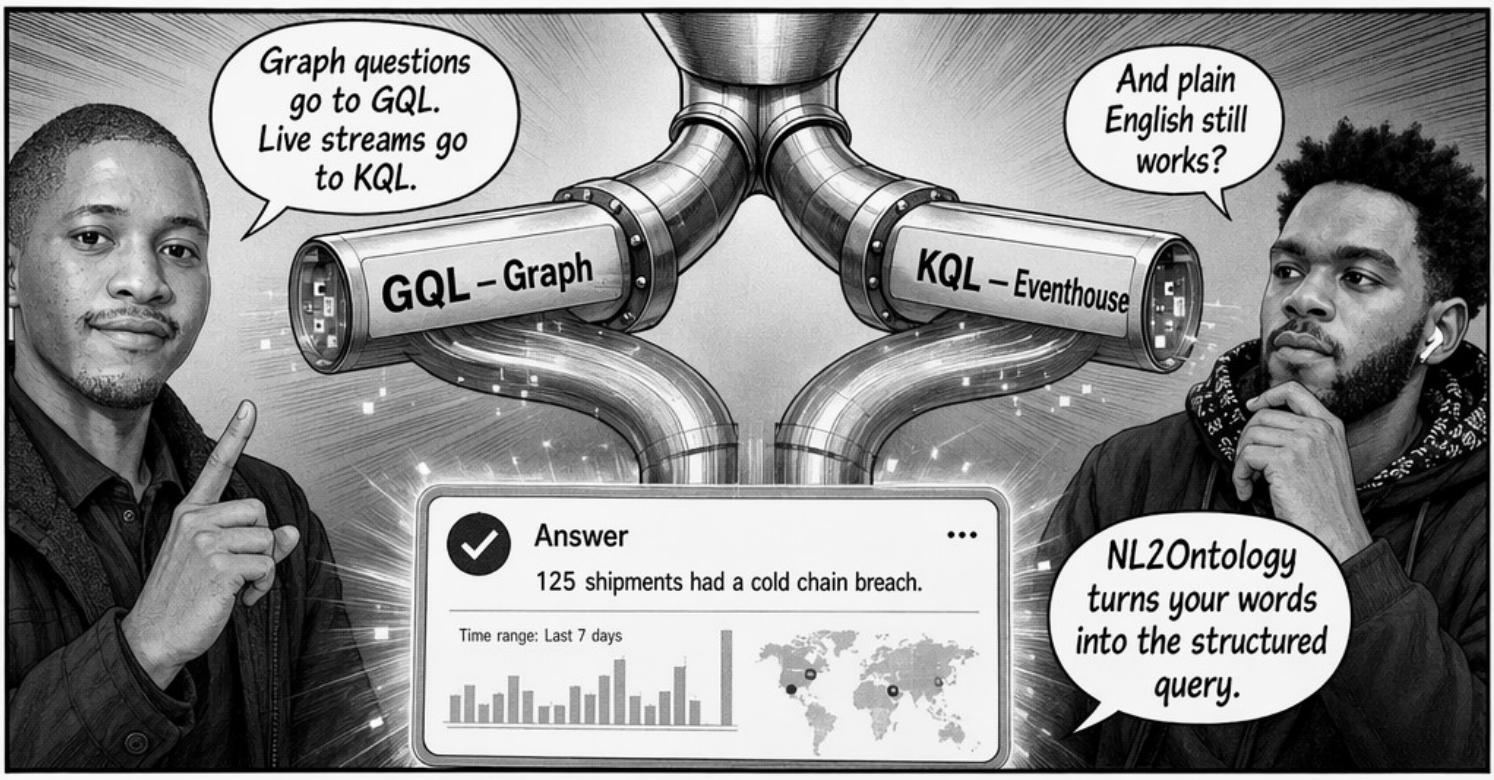


Bound at last. Now those glowing dots want to connect...



A graph you can walk. But can you just... ask it a question?

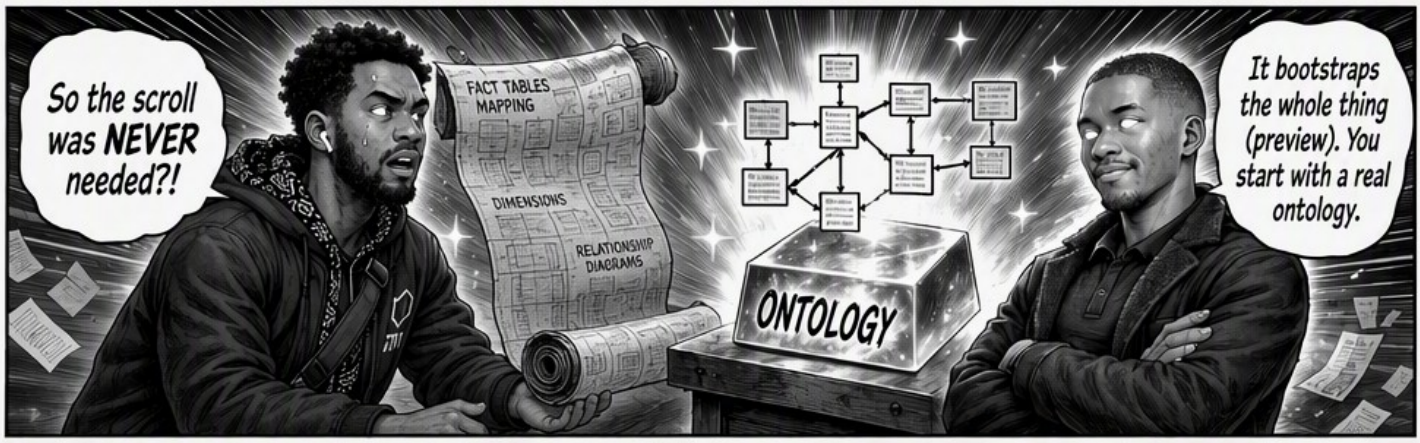






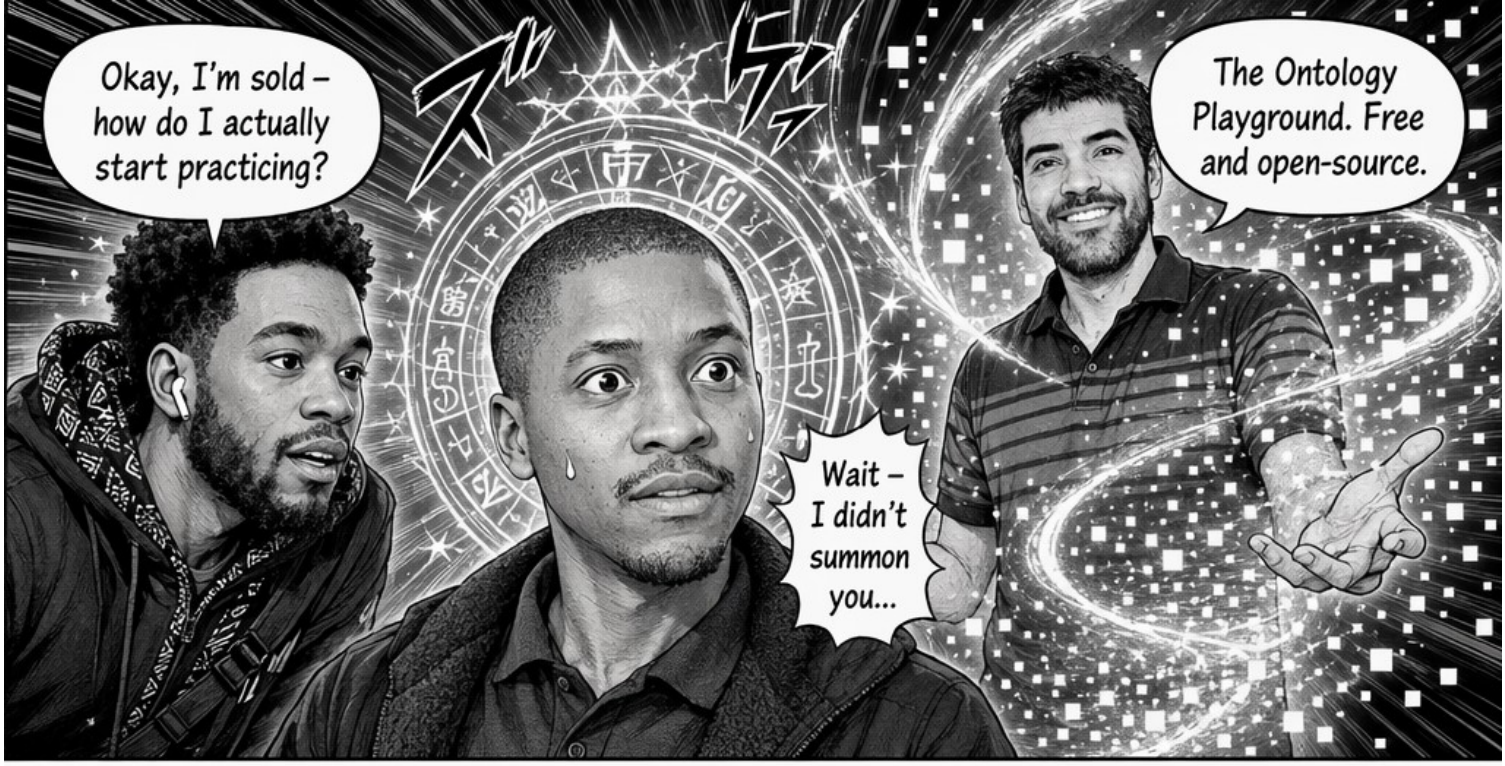
Ask anything. But wait — does he really have to BUILD all of this?

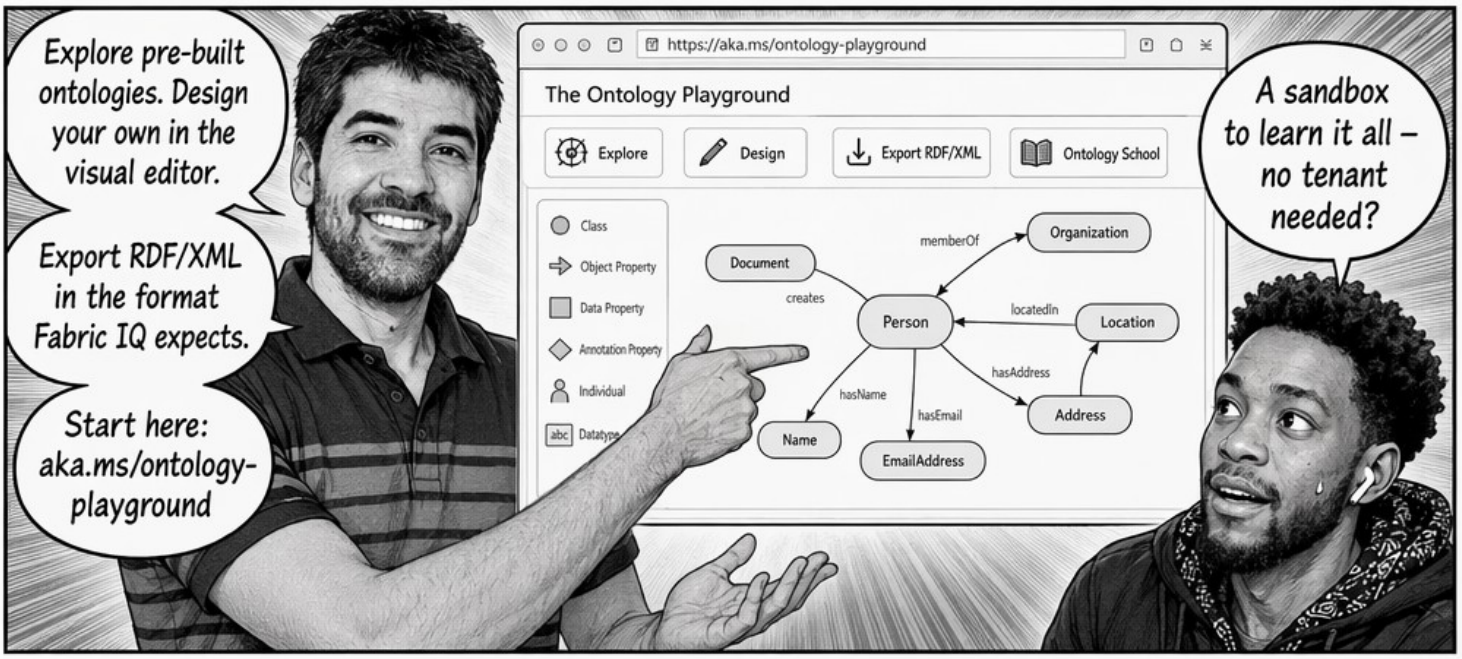






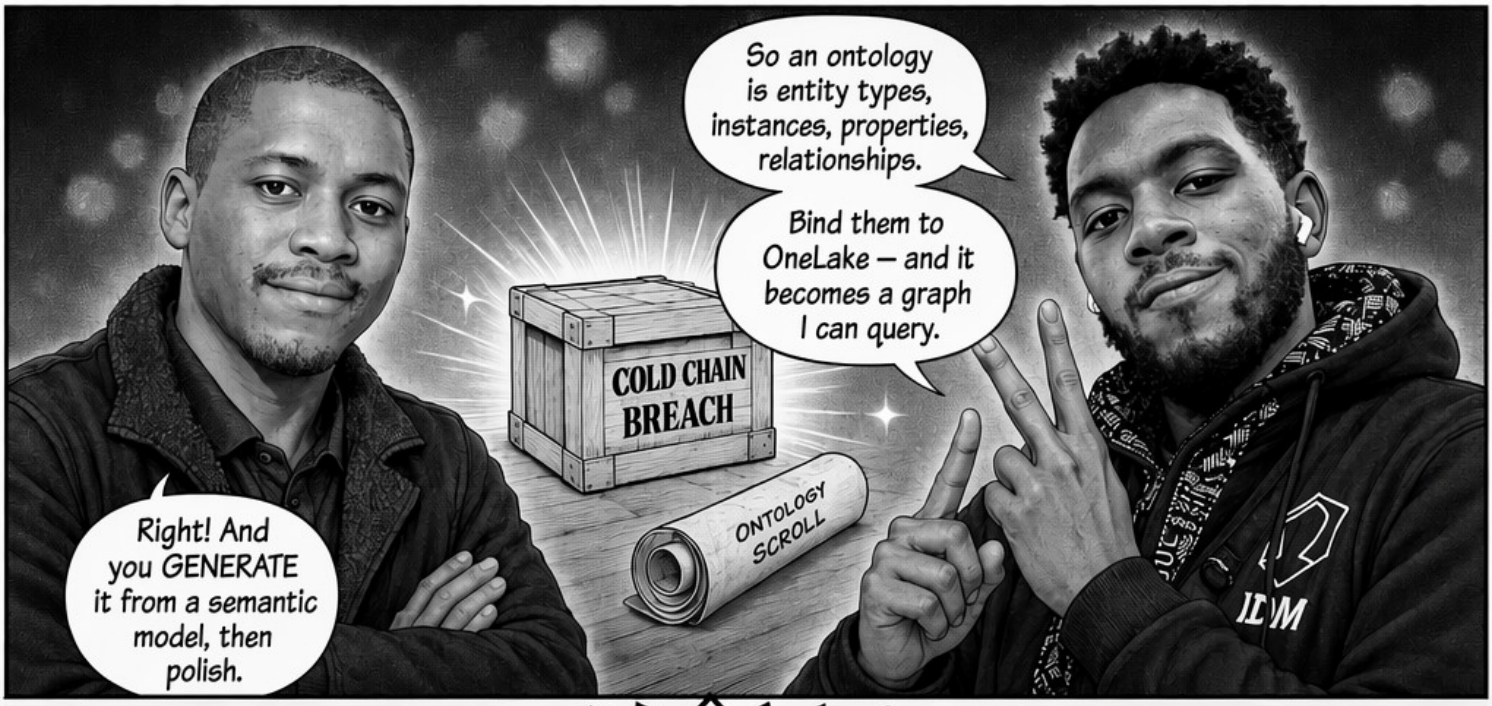
No more scroll. Just one question left: how does he actually start?

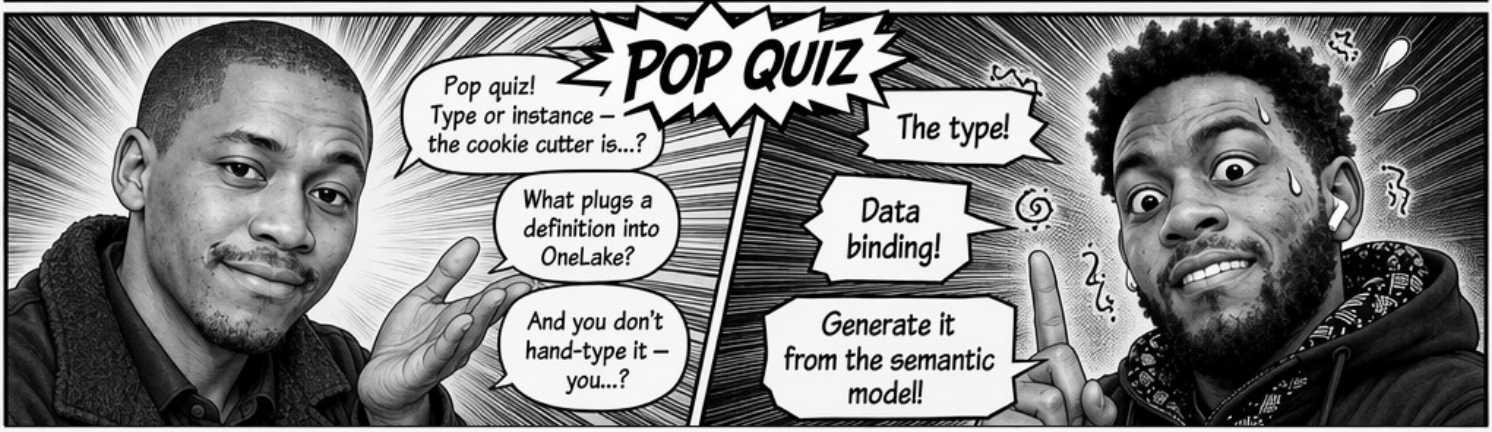






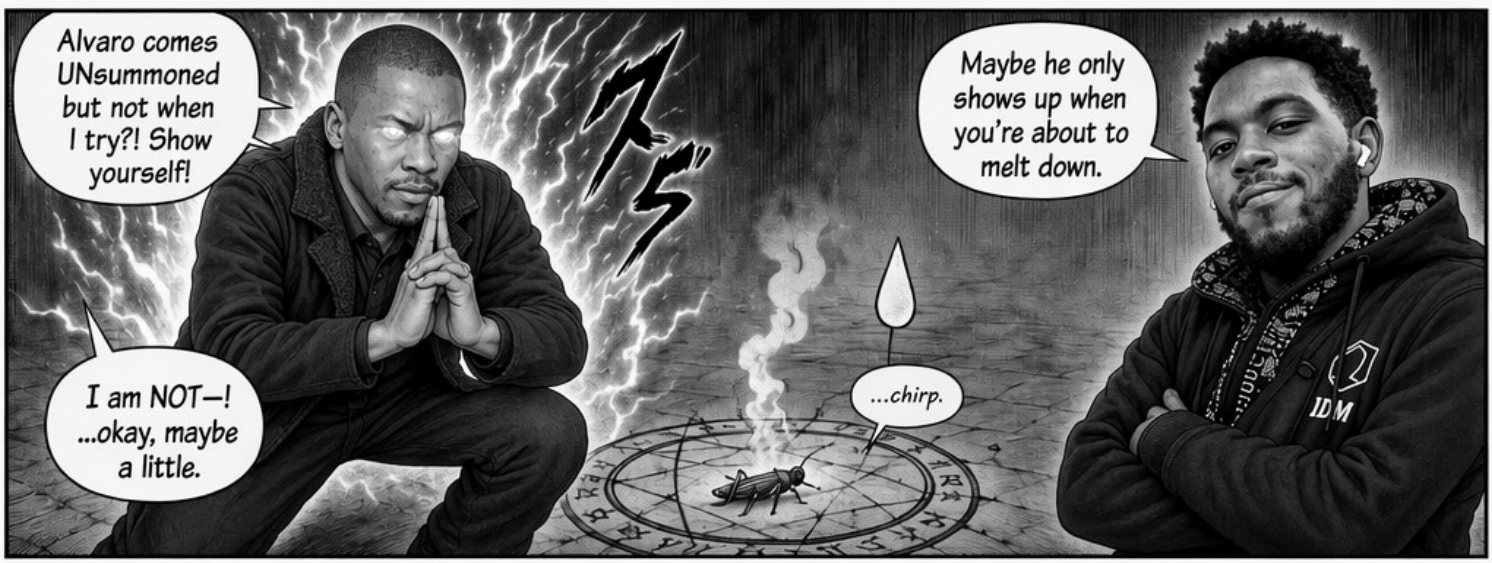
He came uncalled. The sensei will worry later.
First — say it all back.





KEY TAKEAWAYS

1. **Ontology** = entity types, instances, properties, relationships (+ rules).
2. **Type** is the reusable model; instances populate from data bindings.
3. **Bindings** connect to OneLake -> a queryable graph (GQL/KQL, NL2Ontology).
4. **Generate** from a semantic model, finish the manual steps; practice in the Ontology Playground.



Lesson learned. Jutsu... pending. See you next meltdown.