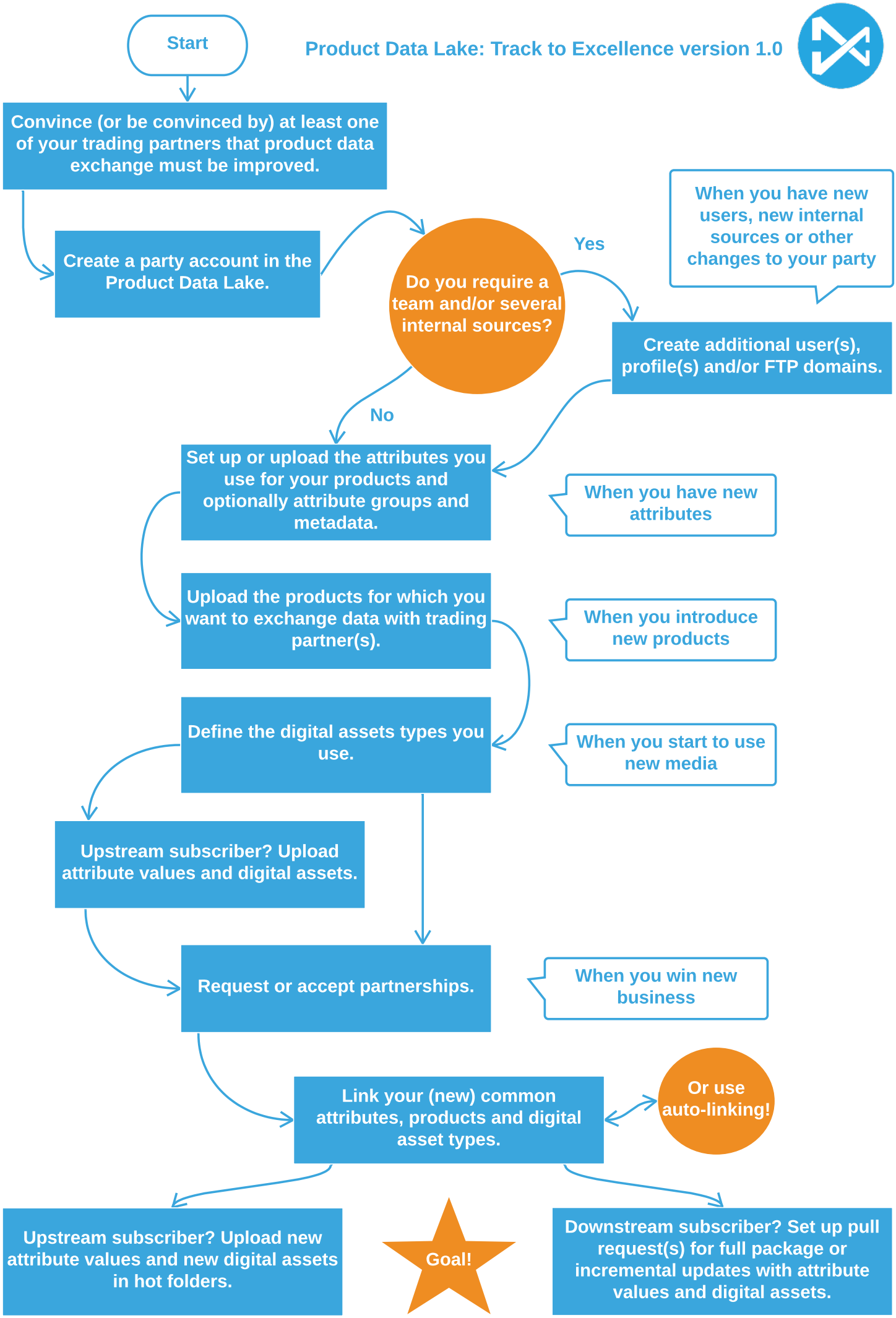Product Data Lake: Track to Excellence version 1.0