

assumptions to improve the readability of the data model

each order belongs to only one customer

1 who are we drawing the data model for?

information needs of the persona

participant name
as a persona
i want to do something
so that i can deliver value

dave sammon
as an account manager
i want to contact customers
so that i can offer them
preferential pricing on new products

2 what are the business things of interest?

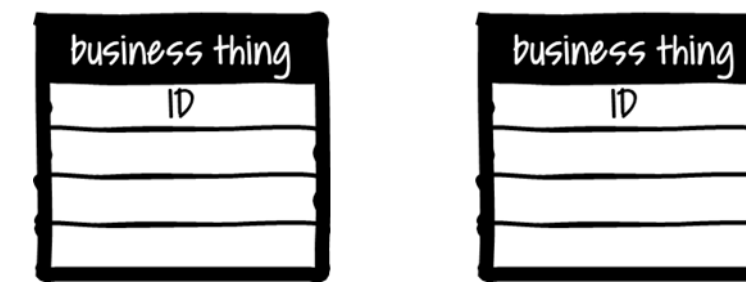
customer

3 why are these business things of interest?

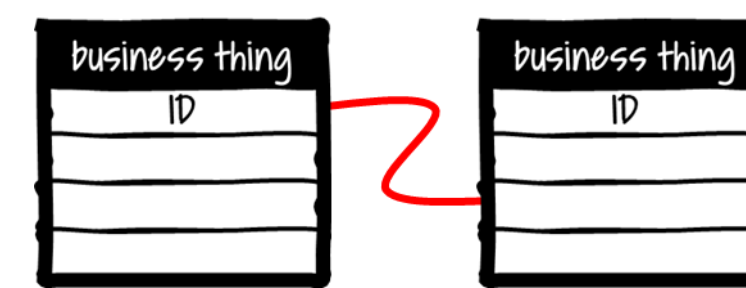
a customer orders product & logs calls with our contact centre

4 how are these business things related to each other?

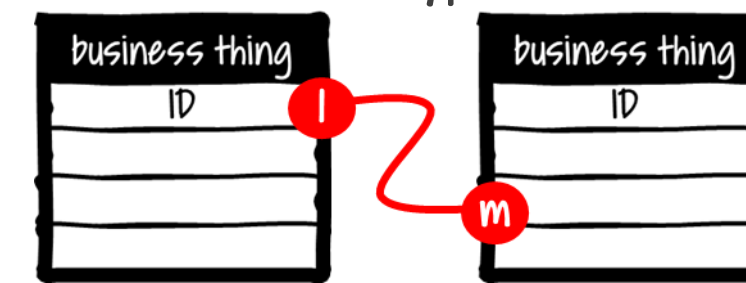
(i) draw a box for each business thing



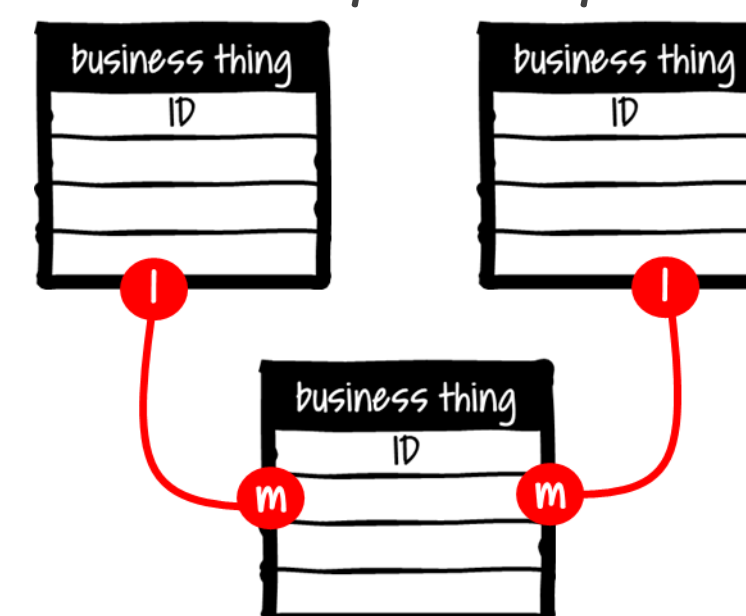
(ii) connect relevant boxes with lines



(iii) determine the type of relationship



(iv) resolve "many-to-many" relationships



5 where is the data model business value?

important business questions the data model can answer

participant name
show me business measure
by dimension
by dimension
by dimension
by dimension

dave sammon
show me order value (€)
by customer
by product
by date
by country

6 when is the data model good enough?

evaluate the data model with business scenarios

new co-op customers order product on behalf of their members who are also our existing customers

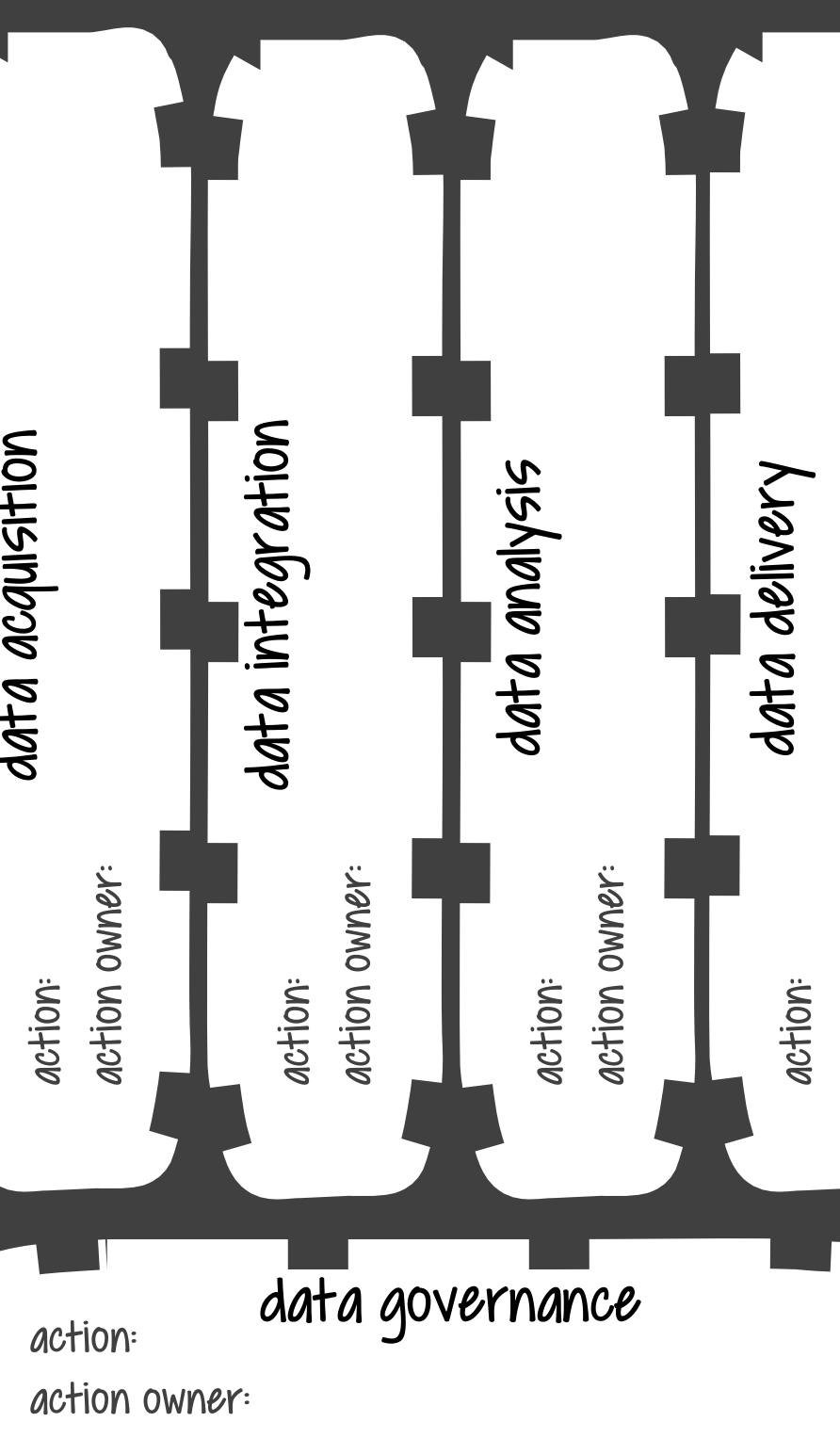
draw the data model

customer			
ID	name	address	email
c1	Dave	Cork	dave@ucc.ie
c2	Mary	Dublin	m90@gmail.com
c3	John	Galway	john@gmail.com

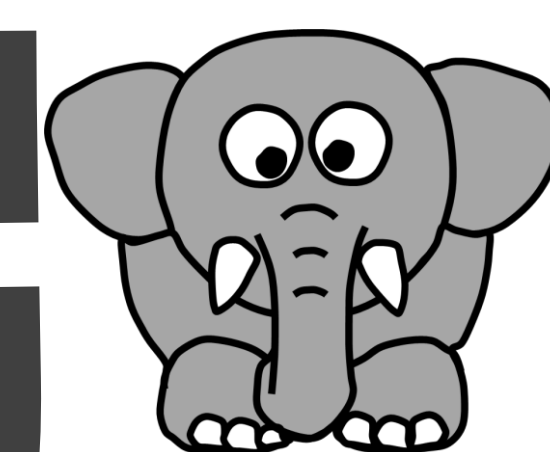
customer		order	
ID	name	amount (€)	date
address	email	customer ID	

order			
ID	amount (€)	date	customer ID
o1	€100	01/02/2017	c1
o2	€50	01/02/2017	c2
o3	€1,000	03/02/2017	c3
o4	€250	04/02/2017	c1
o5	€375	05/02/2017	c1

data value map actions



data modelling experience



minimally sufficient DATA

