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Presenter



Steve Hoberman is a
world recognized
innovator and thought
leader in the field of
data modelling. He is
a popular and

frequent presenter at industry
conferences and is a columnist
and frequent contributor to
industry publications, as well
as the author of the book, *Data
Modeller's Workbench*. He is
the founder of the Design
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Data Modelling Fundamentals

Build a Foundation in Data Modelling Concepts and Techniques

Steve Hoberman

Overview

Data Modelling Fundamentals contains a complete explanation of data modelling concepts and terminology, along with techniques for producing solid relational and dimensional data models. This course is designed to give you a practical understanding of data modelling that can be applied to your current projects. Attendees receive a copy of Steve Hoberman's newest book, **Data Modeling Made Simple**.

Learning Objectives

- Data modelling concepts and terminology
- How to read a data model
- Steps to building a subject area model
- Logical data modelling techniques of normalization, abstraction, and dimensionality
- Physical data modelling techniques of denormalization, partitioning, views, and indexing

Seminar & Workshop Outline

Modelling Basics

- What is a data model and why is a piece of paper with boxes and lines so valuable to our organizations?
- How does a data model improve communication during the analysis process and after the model is complete?
- What two situations can degrade a data model's precision?
- What are five key skills every data modeler should possess?
- What do a data model and a camera have in common?
- What are entities, data elements, domains, and relationships?
- Why subtype and what are the four subtype types?
- What are the different types of keys on a model?
- Explain cardinality and how to read the relationships on a data model.
- What is recursion and why is it such an emotional topic?

Subject Area Modelling

- What is a subject area and what is definitely not a subject area?
- Why build a subject area model?
- What are the three types of subject area models?
- How do relational and dimensional subject area models differ?
- Describe the three approaches used to build subject area models.
- Where does subject modelling fit within a data management framework?
- What challenges exist in building a subject area model?
- What tips can help with subject area modelling?
- What business and IT roles are critical for building the subject area model?
- Which roles will most benefit from the subject area model?

Logical Data Modelling

- What is a logical data model?
- How do relational and dimensional logical data models differ?
- Discuss the strict modelling constraints placed on the dimensional model.
- Why do we have a love/hate relationship with dimensional models?
- What is normalization and why is it so great?
- Why is abstraction dangerous?
- Describe the three approaches used to build logical data models.

- What business and IT roles are critical for building the logical data model?
- Which roles will most benefit from the logical data model?
- Why do we often skip the logical data modelling phase and when do we pay the price?

Physical Data Modelling

- What is a physical data model?
- Explain the difference between a star schema, snowflake, and starflake.
- Where should denormalization be performed on your models?
- What are the five different ways of denormalizing?
- Where should views be chosen over denormalization?
- Why is indexing the modeler's best friend?
- Explain vertical and horizontal partitioning.
- Describe the three approaches used to build physical data models.
- What business and IT roles are critical for building the physical data model?
- Which roles will most benefit from the physical data model?

Audience

This course is for anyone who needs formal data modelling training. This includes those new to data modelling or in need of a refresher who need to be able to understand, build, or implement data models as part of their job.

Roles include:

- Data Modeller
- Data Architect
- Data Analyst
- Data Manager
- Enterprise Architect
- Information Architect
- Solutions Architect
- Applications Architect
- IT Consultant
- Business Analyst
- Project Manager
- Programme Manager
- Developer
- Senior Designer
- Data Administrator
- Database Administrator
- Data Quality Manager
- Data Steward

Data Governance Conference Europe 2010

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Data Management, Information Quality & DW/BI Conference 2010

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Pencil these dates in your diary now.

