

Data Modelling Masterclass

Sharpen Your Data Modelling Skills!

Steve Hoberman

8-9 March 2012,
13-14 September 2012, London

Fee Data Modelling Masterclass
£1095 + VAT

Data Modelling Fundamentals
AND Data Modelling Masterclass
£1970 + VAT

Overview

Do you already know data modelling basics and want more? Take the Data Modelling Masterclass! This course starts off with an overview of the Data Model Scorecard®, ten categories for validating data model quality. Each of these categories are then discussed, with an emphasis on advanced techniques and guidelines within data modelling and requirements elicitation. You will know not just how to build a data model, but also how to build a data model well. Three case studies and many exercises reinforce the material and enable you to apply these techniques in your current projects. We will complete a full workshop where we get to practice many of the techniques learned in this course, including building subject area, logical, and physical data models.

Learning Objectives

- Apply requirements elicitation techniques including interviewing and prototyping
- Validate any data model through the Data Model Scorecard®
- Practice finding structural soundness issues and standards violations
- Build relational and dimensional subject area, logical, and physical data models
- Recognize situations where abstraction would be most valuable and situations where abstraction would be most dangerous
- Use a series of templates for scoping and validating requirements, and for data profiling
- Express how to write clear, complete, and correct definitions
- Describe the two reasons an enterprise data modelling project can fail, and the factors that must be in place for the enterprise data model to succeed

Seminar & Workshop Outline

Overview to the Data Model Scorecard®

The Scorecard is a set of ten categories for validating a data model. We will explore best practices from the perspectives of both the modeller and reviewer, and you will be provided with a template to use on your current projects. Each of the following categories heavily impacts the usefulness and longevity of the model. Our discussion of them will be accompanied by many examples.

- Understanding subject area, logical, and physical data models
- Ensuring the model captures the requirements
- Validating model scope
- Following acceptable modelling principles
- Determining the optimal use of generic concepts
- Applying consistent naming standards
- Arranging the model for maximum understanding
- Writing clear, correct and consistent definitions
- Matching the model with the enterprise
- Comparing the metadata with the data

Reviewing subject area, logical, and physical data models

The subject area model captures a business need within a well-defined scope; the logical data model captures an application-independent business solution; and the physical data model captures the technical solution by focusing on factors such as performance and security. Each of these models will be briefly explained in this section.

Ensuring the model captures the requirements

We will focus on techniques such as the use of spreadsheets and business assertions to ensure the data model meets the business requirements. You will be able to answer the following questions by the end of this section:

- What is the Requirements Lifecycle?
- What are the most useful ways of eliciting requirements?
- What are the proper ways to phrase an interview question?
- When is brainstorming an effective way to capture requirements?
- What are three creative prototyping techniques for the non-techie?

- What does optionality reveal on a data model?
- How can you validate that a data model captures the requirements without showing the data model?
- How can you leverage the Interview Template and Family Tree to validate requirements?

Validating model scope

We will focus on techniques for validating that the scope of the requirements matches the scope of the model. If the scope of the model is greater than the requirements, we have a situation known as “scope creep.” If the model scope is less than the requirements, we will be leaving information out of the resulting application. You will be able to answer the following questions by the end of this section:

- Why is the line between data and metadata starting to blur?
- What techniques can you use to avoid scope creep?
- How do you play “Metadata Bingo”?
- What type of metadata is most abused?
- How can you use the Grain Matrix to scope requirements?

Following acceptable modelling principles

We will focus on techniques for building sound designs. You will be able to answer the following questions by the end of this section:

- What tools exist to automate checking model structure?
- What are circular relationships and why are they evil?
- What are the most common structural violations on a data model?
- Can an alternate key ever be empty?

Determining the optimal use of generic concepts

We will focus on techniques for capturing the ideal use of generic concepts such as Party and Event. You will be able to answer the following questions by the end of this section:

- Why are “what if” scenarios so important to document?
- What three questions must be asked prior to abstracting?
- Why are Roles so important to Business Intelligence projects?
- What are metadata entities?
- How do different modelling notations handle subtyping?
- What are some common modelling patterns?

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“Steve was enthusiastic, very knowledgeable, humorous and a great instructor.”

Jacqueline Tomlinson, Data Analyst, Pension Protection Fund

“IRM courses are always taught by top professionals. In this case it was Steve Hoberman for the Data Modelling Masterclass. Even though I am a seasoned data modeler I walked out of the course with new techniques and concepts to aid in my daily work activities. Steve Hoberman is indeed an international thought leader in this area and I recommend his classes highly.”
Angelo R Bobak, Director, Business Intelligence, Siemens IT Solutions and Services, Inc.

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Presenter



Steve Hoberman is a world-recognized innovator and thought-leader in the field of data modelling. He has worked as a business intelligence and data management practitioner and trainer since 1990, and is a popular and frequent presenter at industry conferences, both nationally and internationally. Steve is a columnist and frequent contributor to industry publications, as well as the author of Data Modeler's Workbench and Data Modeling Made Simple. He is the founder of the Design Challenges group and inventor of the Data Model Scorecard™.

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Data Modelling Masterclass/Continued

Sharpen Your Data Modelling Skills!

Seminar & Workshop Outline Continued...

Applying consistent naming standards

We will focus on techniques for applying correct and consistent naming standards. You will be able to answer the following questions by the end of this section:

- Explain name structure and give examples
- Explain term and give examples
- Explain syntax and give examples
- Learn why class words are so important

Arranging the model for maximum understanding

We will focus on techniques for arranging the entities, data elements, and relationships to maximize readability. You will be able to answer the following questions by the end of this section:

- How do you improve model readability at a model level?
- How do you improve model readability at an entity level?
- How do you improve model readability at a data element level?
- How do you improve model readability at a relationship level?

Writing clear, correct, and consistent definitions

We will focus on techniques for writing useable definitions. You will be able to answer the following questions by the end of this section:

- How do you play Definition Bingo?
- Why are definitions so much more important now than they were in the past?
- What are some techniques for writing a good definition?
- How do you validate a definition?
- Which types of data elements require sample values in their definitions?

Matching the model with the enterprise

We will focus on techniques for ensuring the data model complements the "big picture". You will be able to answer the following questions by the end of this section:

- What is an enterprise data model and why have one?
- What are the secrets to achieving a successful enterprise data model?
- What are industry data models and how can they be leveraged?

Comparing the metadata with the data

We will focus on techniques for confirming the data elements and their rules match reality. Does the data element Customer Last Name really contain the customer's last name, for example? You will be able to answer the following questions by the end of this section:

- How can the Data Quality Validation Template help us with catching data surprises early?
- What are some of the challenges in conducting an early data quality assessment?
- How can I quickly identify potential data quality issues using the data model?

Workshop

We will complete a full workshop where we get to practice many of the techniques learned in this course, including building subject area, logical, and physical data models.

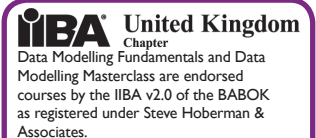
Audience

This course has as prerequisite Data Modelling Fundamentals or at a minimum an understanding of data modelling concepts. Typical delegates include:

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

IIBA® Accreditation

The Data Modelling Fundamentals and Data Modelling Masterclass seminars have been endorsed by the International Institute of Business Analysts. As such, these courses have been approved as being aligned to the Business Analysis Body of Knowledge (BABOK) and hence are recommended training for business analysts who wish to sit the exams to become Certified Business Analysis Professionals (CBAP). For further information on how to register for the CBAP examination please refer to certification at www.theiiba.org. The IIBA's endorsement is registered by Steve Hoberman & Associates.



Registration Information

Registration Fees:

Full payment or a purchase order is due prior to the event. Payment may be made in Sterling (£) or Euros (€). If paying in Euros the prevailing exchange rate of the country of the delegate or delegates' company is to be used. The total Euros remitted should be the amount required to purchase the sterling pound cost of the event on the day of payment. All delegates must add VAT (20%) to their total event fees. VAT may be reclaimed by delegates from the tax authorities after the event.

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Seminar Timetables

08.30 – 09.00 Registration (first day only) 09.00 – 12.30 Event
12.30 – 13.30 Lunch 13.30 – 17.00 Event

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