



kokchun giang

going from a
conceptual business-
centric modeling to
logical and **physical**
modeling that are more
technical

the **data modeling** journey for transactional data

business requirements

stakeholder interviews,
identify key business
processes

entities & relationships

define main objects
(entities) in the system and
how they relate to each
other

conceptual model

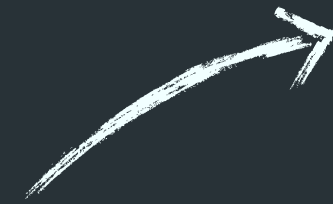
create high-level entity-
relationship diagram
(ERD), cardinality is
defined

physical model

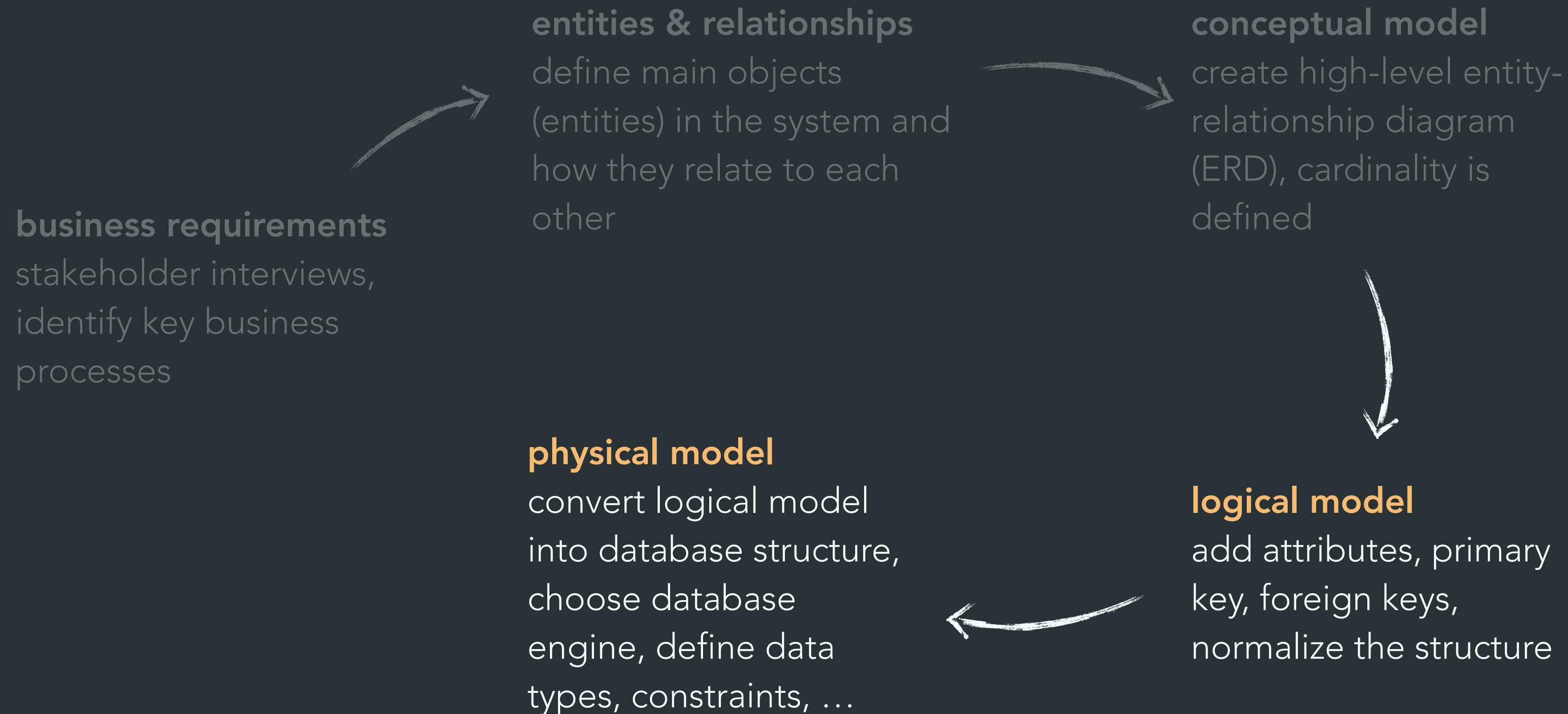
convert logical model
into database structure,
choose database
engine, define data
types, constraints, ...

logical model

add attributes, primary
key, foreign keys,
normalize the structure



the **data modeling** journey for transactional data



remember the **business requirements** for ezecream

customers should be able to browse and order ice cream flavors online

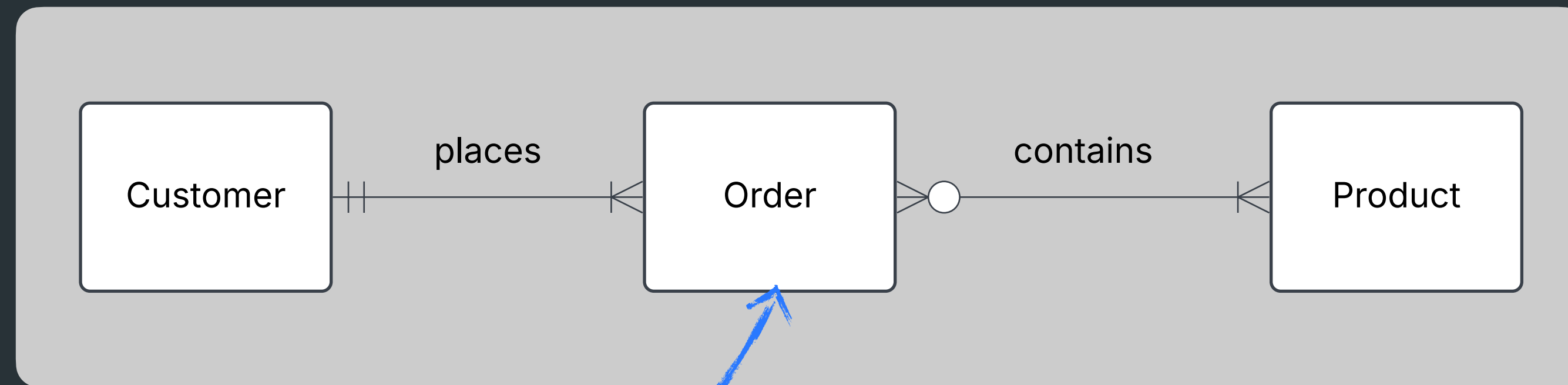
each order should contain one or more ice cream flavors

the system should store order details, including order date and total price

customers should provide their name, contact details, and delivery address

each ice cream flavor should have a name, price, and availability status

a **conceptual ERD** for ezecream using crows foot notation



composite entity

an entity that resolves many-to-many relationship between two entities

replaces a many-to-many relationship with two one-to-many relationships

it acts as a bridge table with foreign keys that references primary keys in the related tables

identify the **entities & relationships** from the requirements

customers should be able to browse and order ice cream flavors online

each order should contain one or more ice cream flavors

the system should store order details, including order date and total price

attributes in Customer entity

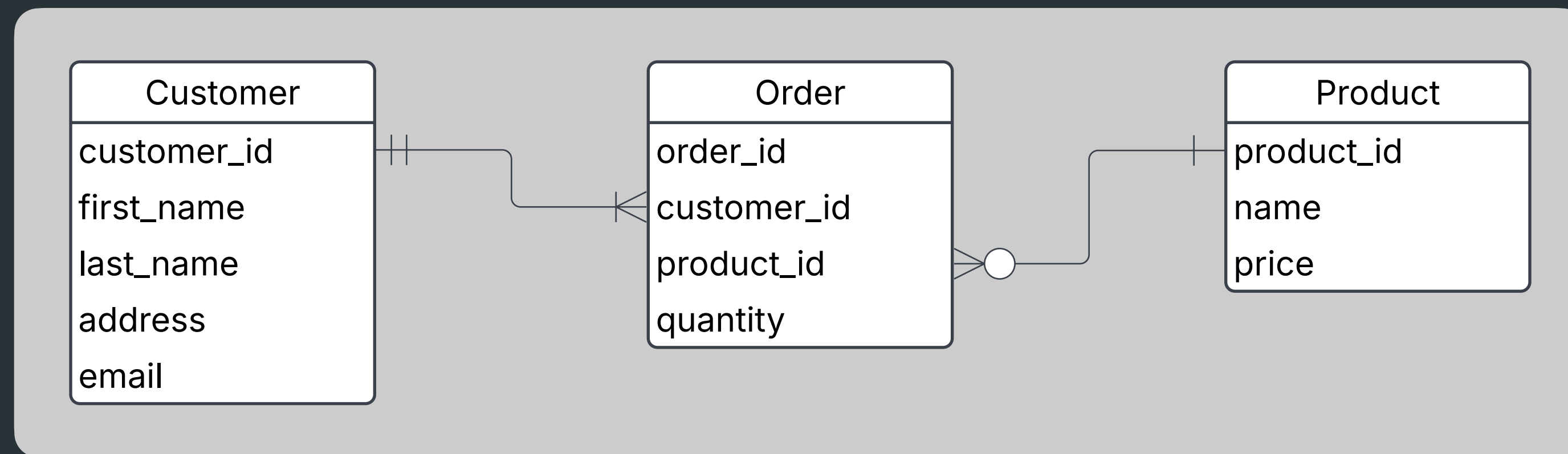
customers should provide their name, contact details, and delivery address

attributes in Order entity

each ice cream flavor should have a name, price, and availability status

attributes in Product entity

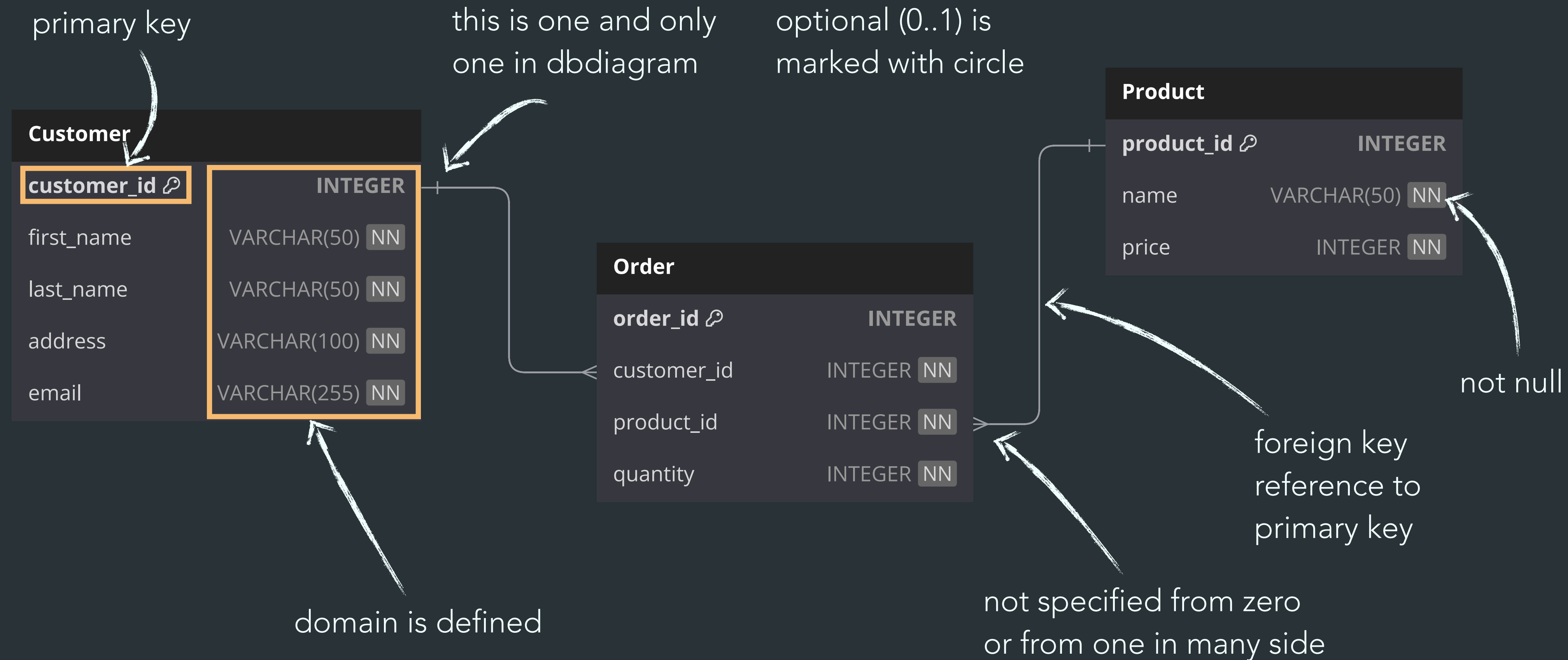
the **logical data model** for ezeccream



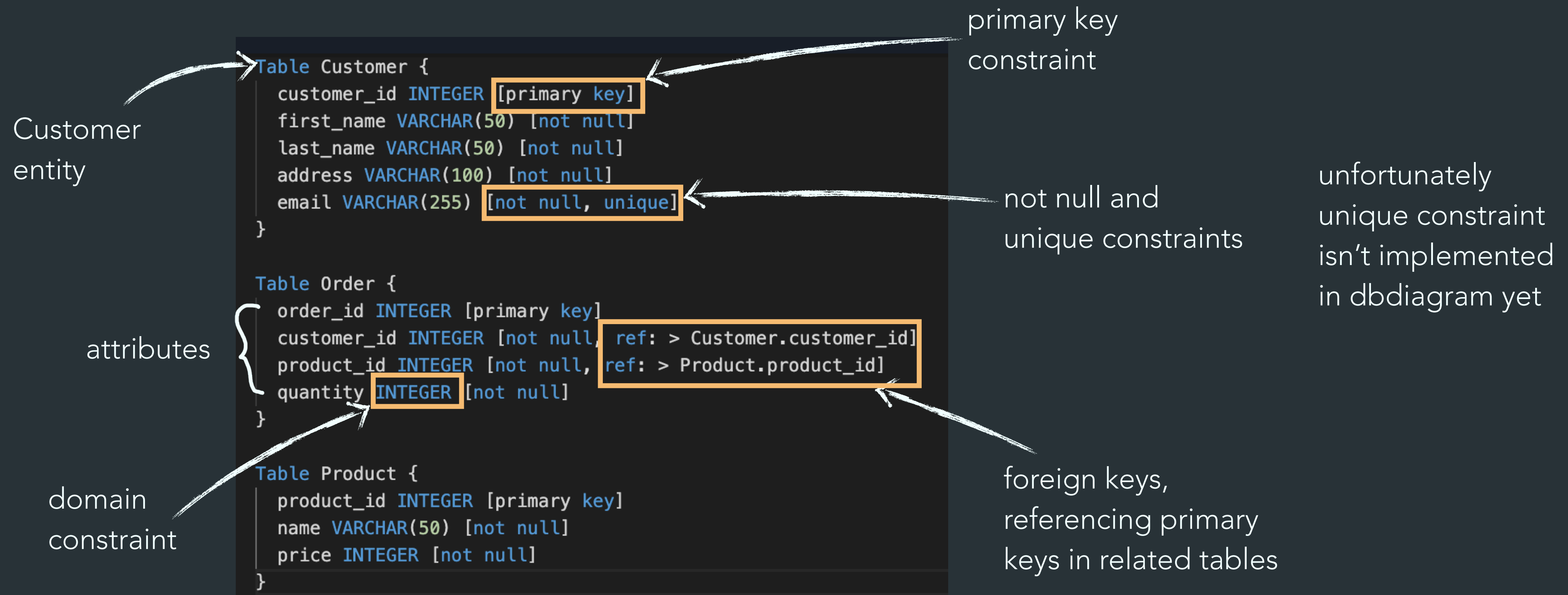
difference from conceptual model is that logical model also contains attributes

this makes the model more specialized while conceptual model reflects the real world more generally

the **physical data model** for ezecream using dbdiagram



database modeling language **dbml** is used in dbdiagram to do physical data modeling



the **actual tables** could look like this in the end

primary key

customer_id	first_name	last_name	adress	email
001	Mark	Markson	Drottninggatan	mark@markson.se
104	Ragnar	Ragnarson	Violingatan	ragnarsson23@gmail.com
005	Ragnar	Lodbrok	Kattegatt 2	ragnar@viking.se
100	Bjorn	Ironsight	Kattegatt 5	bjorn@viking.se
854	Fleur	De Couere	Visebygatan	fleur@gmail.com

references

order_id	customer_id	product_id	quantity
1	001	3004	5
2	005	3251	1
3	104	100	2
4	005	5422	6
5	005	522	3

primary key

product_id	name	price
100	blåbärsmagi	35
122	jordgubbsrik	30
123	lakritsdröm	25
213	guavalava	25
3251	lichipichi	40
5422	chokley	35
522	rismango	30

foreign keys

foreign keys in the bridge table references primary keys in the related tables

can you figure out how much Ragnar Lodbrok needs to pay in total?