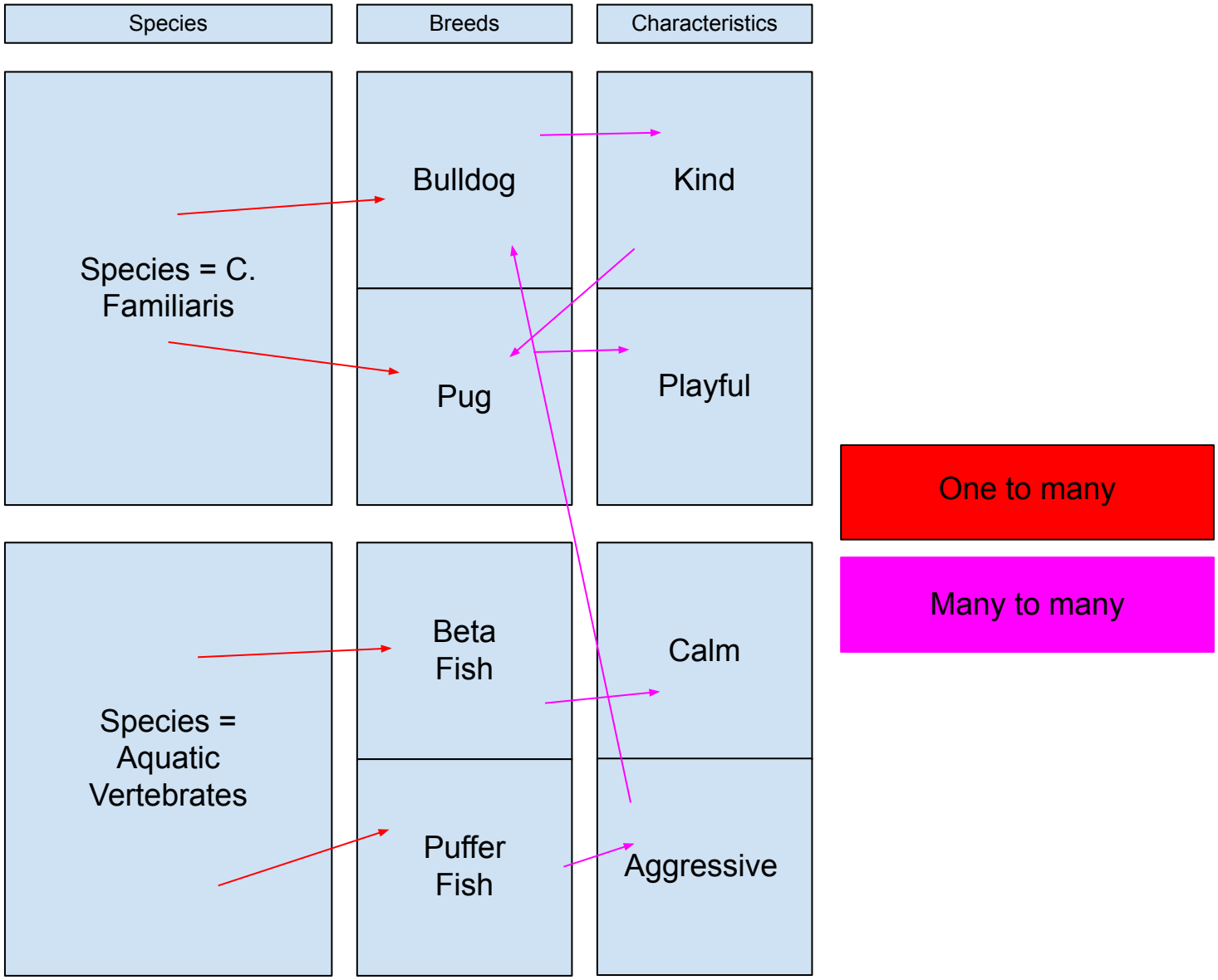Data Modeling Examples