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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

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remember the **business requirements** for ezcream

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

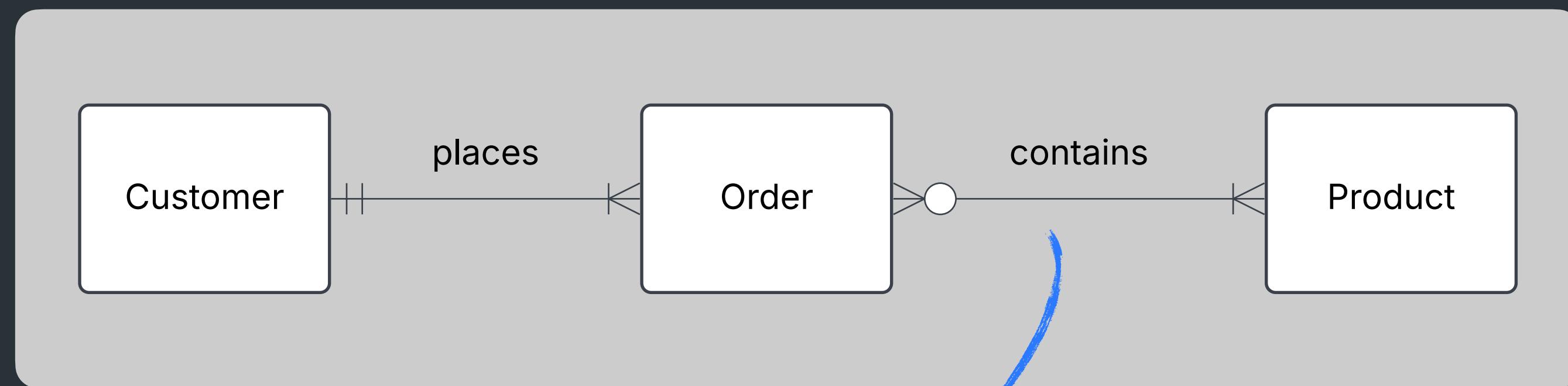
each order should contain one or more ice cream flavors

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



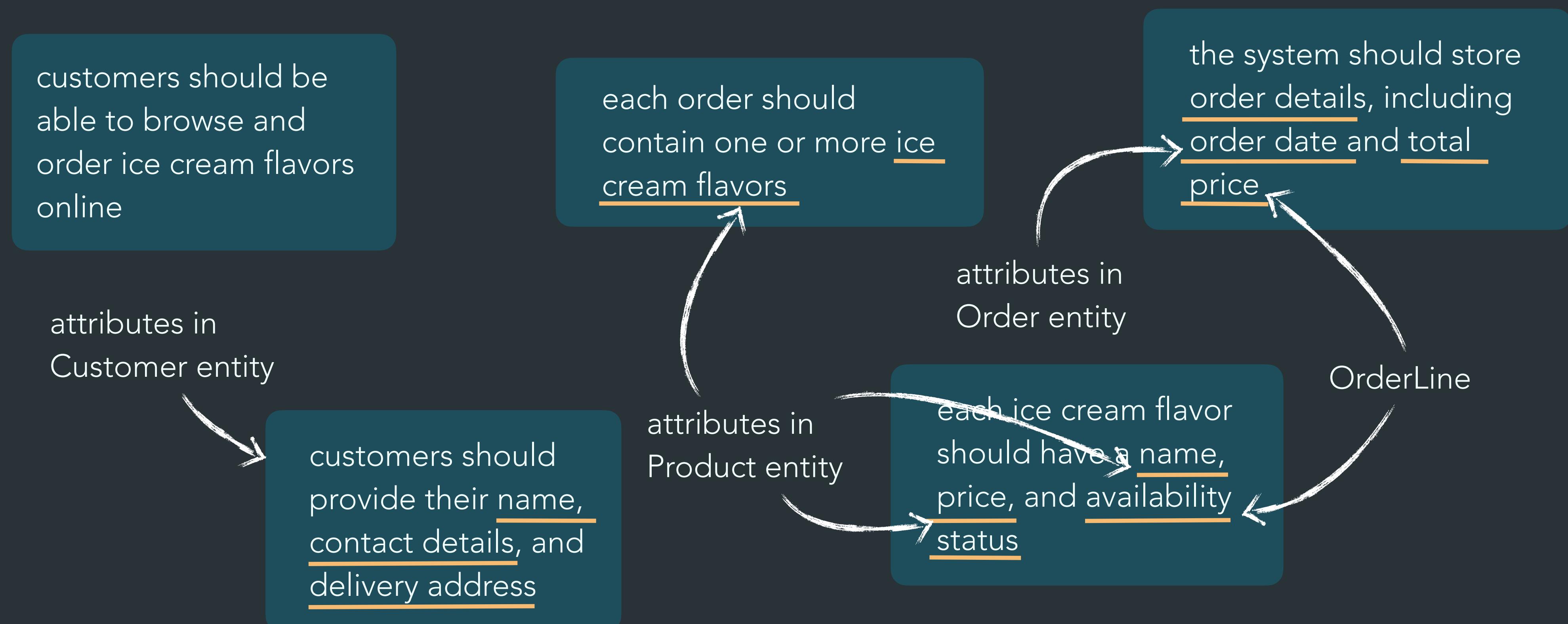
many-to-many relationship,
can't be implemented
directly

introduce a
composite entity
OrderItem in between a
many-to-many

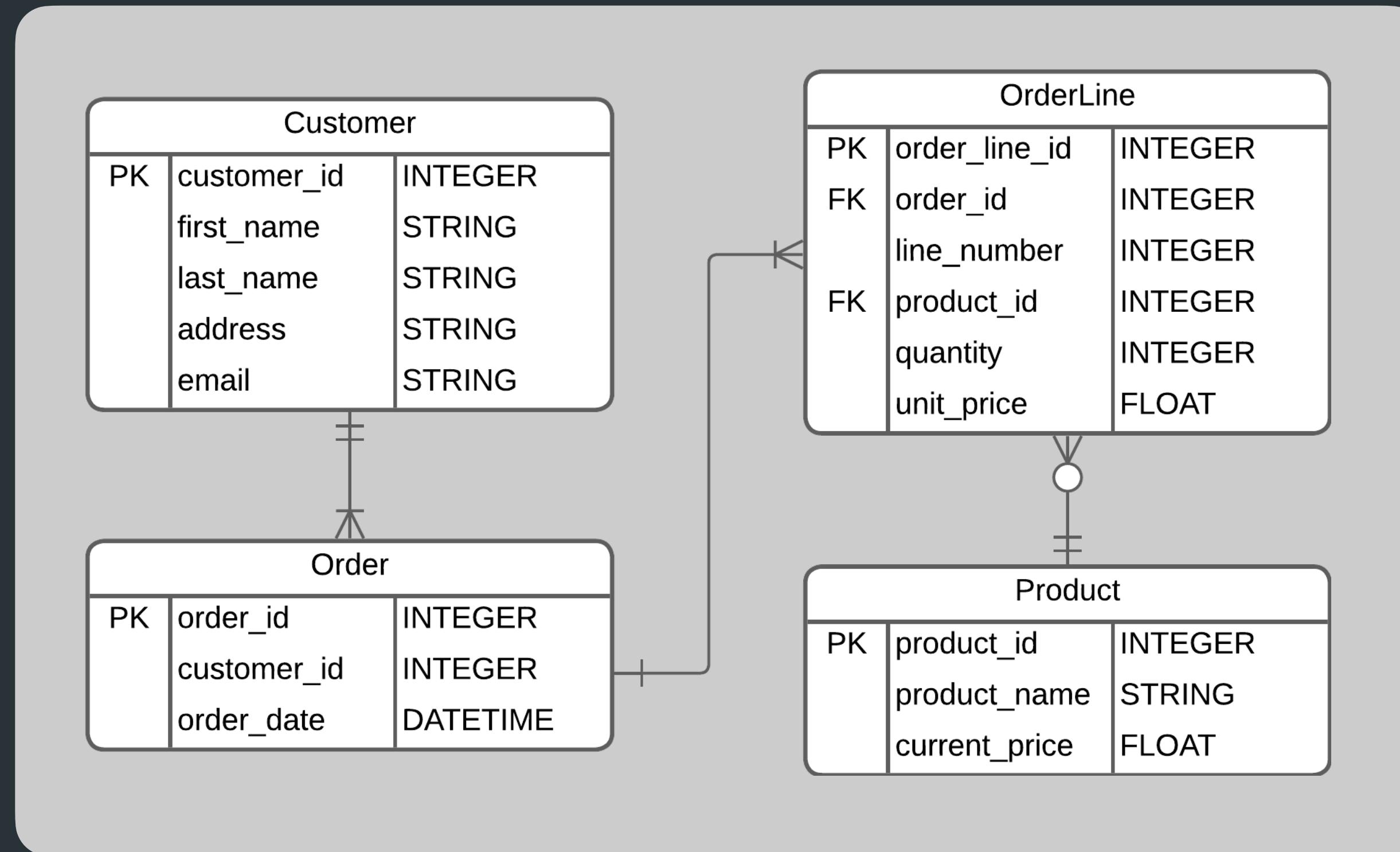
replaces a many-to-
many relationship
with two one-to-
many relationships

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

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



the logical data model for ezecream



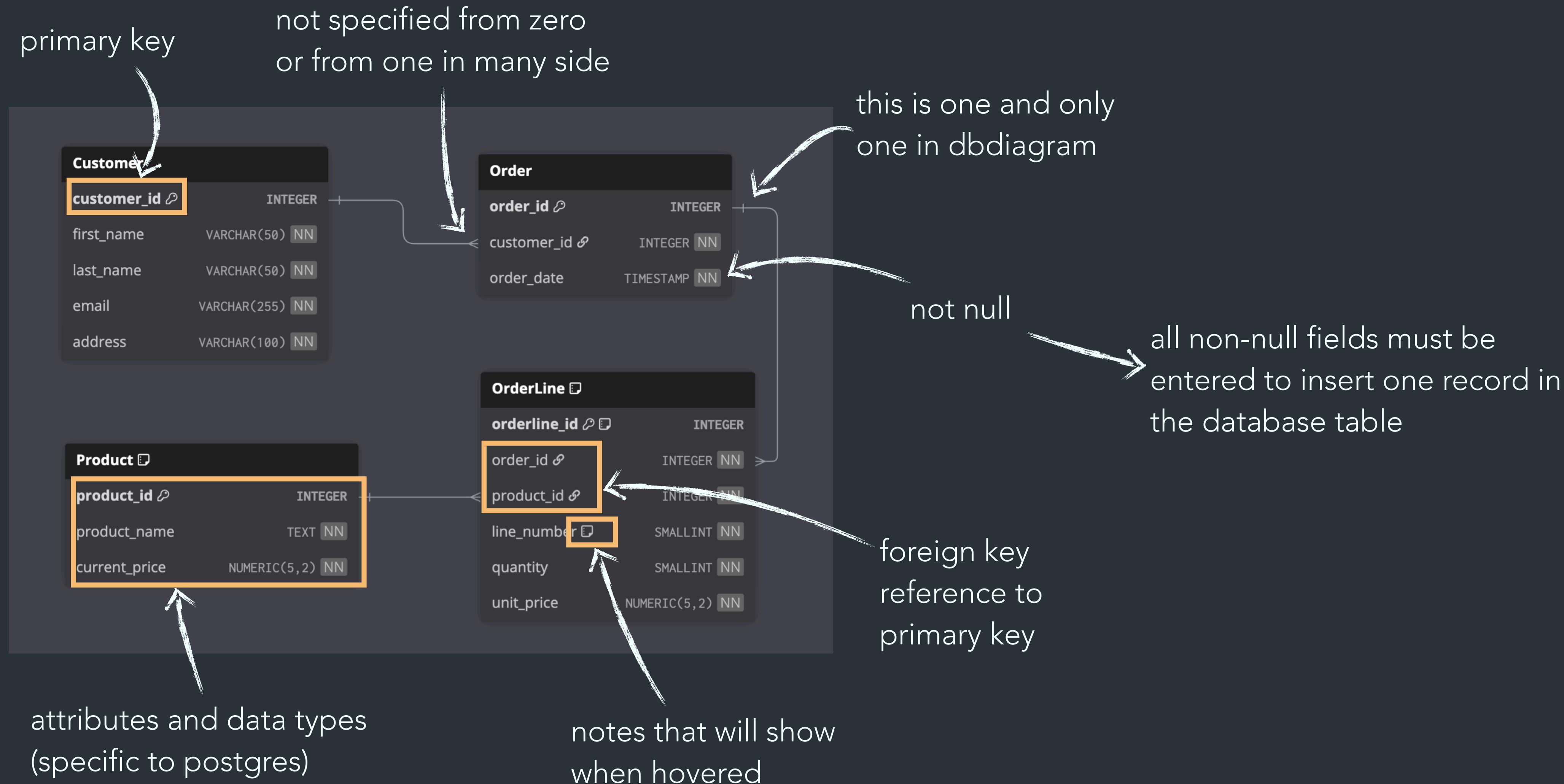
difference from conceptual model is that logical model also contains **attributes, keys & preliminary data types**

break up many-to-many to composite entity with two one-to-many

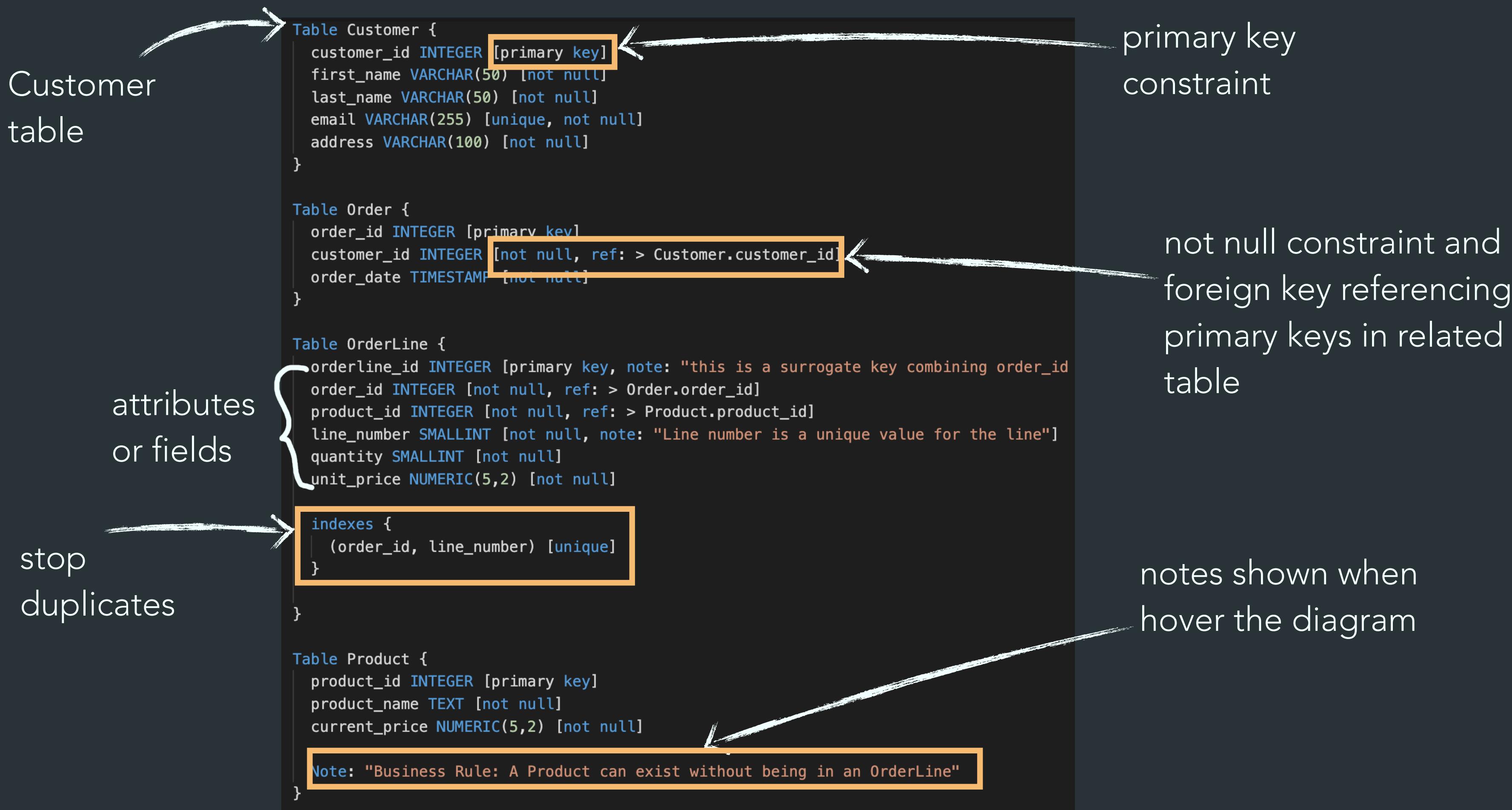
removed relationship labels

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

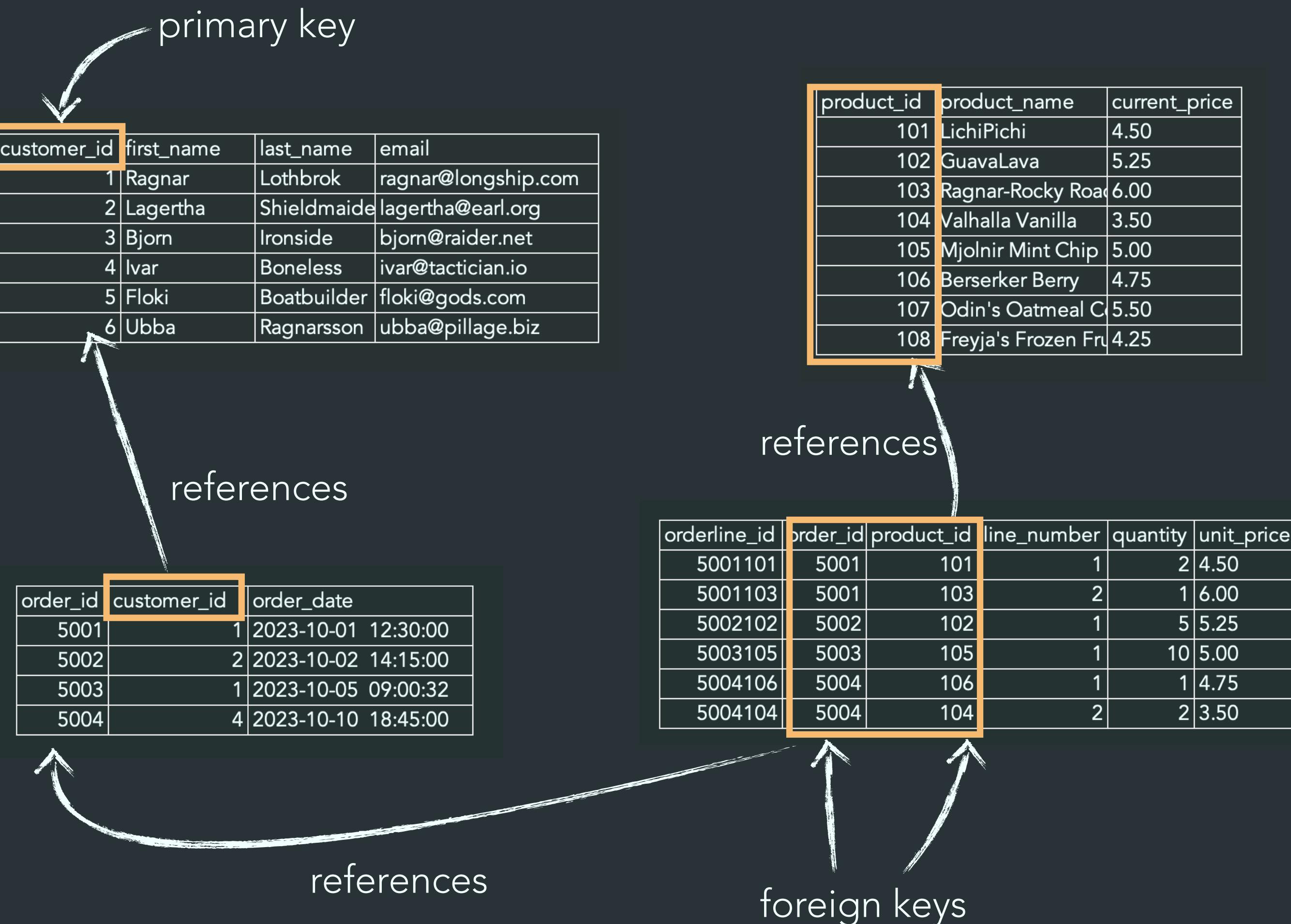
the physical data model for ezecream using dbdiagram



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



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



major **components** in the different ERD diagrams

	Conceptual	Logical	Physical
Relationship Labels	Y		
Entity Names	Y	Y	
High-level Relationships	Y	Y	Y
Cardinality of Relationships	Y	Y	Y
Optionality of Relationships	Y	Y	Y
Attributes		Y	
Attribute Preliminary Data		Y	
Primary keys		Y	Y
Foreign keys		Y	Y
Table Names			Y
Column Names			Y
Column Data Types (DB-specific)			Y
Column Constraints (DB-specific)			Y