- data model and schema hard to change afterwards
  - properly plan everything out before hand
- simplified modelling fine for brainstorming

Full-fledged modelling

1. Requirements Engineering
   - define what data is needed
2. Conceptual design
   - group
   - categorize
   - define relations
3. Logical design
4. Physical design
   - model data in specific DBMS
   - partitions
   - indexing
   - etc.

[[Data Management]]