A data model is more or less what it sounds like. It’s a way to model what database tables look like in a way that makes sense to humans.

Salesforce supports several different types of objects. There are standard objects, custom objects, external objects, platform events, and BigObjects.

**Standard objects** are objects that are included with Salesforce. Common business objects like Account, Contact, Lead, and Opportunity are all standard objects.

**Custom objects** are objects that you create to store information that’s specific to your company or industry. For DreamHouse, D’Angelo wants to build a custom Property object that stores information about the homes his company is selling.

**Get to Know Fields**

Every standard and custom object has fields attached to it. Let’s get familiar with the different types of fields.

| **Field Type** | **What is it?** | **Can I get an example?** |
| --- | --- | --- |
| Identity | A 15-character, case-sensitive field that’s automatically generated for every record. You can find a record’s ID in its URL. | An account ID looks like 0015000000Gv7qJ. |
| System | Read-only fields that provide information about a record from the system, like when the record was created or when it was last changed. | CreatedDate, LastModifiedById, and LastModifiedDate. |
| Name | All records need names so you can distinguish between them. You can use text names or auto-numbered names that automatically increment every time you create a record. | A contact’s name can be Julie Bean. A support case’s name can be CA-1024. |
| Custom | Fields you create on standard or custom objects are called custom fields. | You can create a custom field on the Contact object to store your contacts’ birthdays. |