Data modeling levels and techniques

This reading introduces you to data modeling and different types of data models. Data models help keep data consistent and enable people to map out how data is organized. A basic understanding makes it easier for analysts and other stakeholders to make sense of their data and use it in the right ways.

Important note: As a junior data analyst, you won't be asked to design a data model. But you might come across existing data models your organization already has in place.

What is data modeling?

Data modeling is the process of creating diagrams that visually represent how data is organized and structured. These visual representations are called **data models**. You can think of data modeling as a blueprint of a house. At any point, there might be electricians, carpenters, and plumbers using that blueprint. Each one of these builders has a different relationship to the blueprint, but they all need it to understand the overall structure of the house. Data models are similar; different users might have different data needs, but the data model gives them an understanding of the structure as a whole.

Levels of data modeling

Each level of data modeling has a different level of detail.