1. Typically, you might have many collections such as users, products and orders which are related. You obviously have to think about how do you store related data.
2. You can use embedded documents because that of course is one way of reflecting a relation. For example: If a user has an address and that address consists of a street and a city then you might have a nested address document in the user document.  
   Or do you work with references?  
   