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This video challenges the idea of strictly relying on tools already given, for example the video discusses built-in data types and promotes the idea of innovating or "thinking outside the box" to avoid concrete thinking. Through this idea of thinking we come across a new form of data modeling known as a UDT(user-defined types) metadata taxonomy. The benefits of utilizing UDT's are that it works with metadata, provides greater flexibility in the data's structure and organization, and improves analysis. The practicality of UDT's allows for modularity of data to meet organizational needs with large data quantities while keeping the taxonomy current and useful.

The video also touches upon the SOLID principles and it aims to achieve the same goals as UDTS by making object-oriented software designs more understandable, flexible, and maintainable. In fact SOLID principles were used in UDT Metadata Taxonomy which meant each UDT name datatype would serve its own purpose for example instead of declaring an object, giving it an attribute and then a data type, we can create one variable called a domain parent that's already of a type and then a fully qualified domain which consists of the physical name and the parent. This allows for reusability and readability while also saves the hassle of reinstantiating each name using the built-in types which is what we're also trying to pry away from.

Companies can reap the benefits from UDT's in the long run with enhanced quality of data while also reducing the issues of the quality as well as the points described above for why to use UDT's. By implementing UDT's we found a way to make the data more intuitive and user-friendly without altering the structure of the data. With the use of UDT's, companies are also able to modify and change to meet their needs while improving efficiency.