

# Data Modeling

This is one of the most crucial steps in every project, so let's nail it!

## Subscribers

The easiest part is the subscriber-related tables, so let's start there. We know that subscribers have tags; this is a many-to-many relationship, so we need a pivot table. Subscribers also have a form where they come from. This is a one-to-many relationship.

So far, we have this:

