**Data Model**

**What is Data Model :-**

**Data modeling (data modelling)** is the process of creating a data model for the data to be stored in a Database.

Data Models ensure consistency in naming conventions, default values, semantics, and security while ensuring quality of the data.

Data model emphasizes on what data is needed and how it should be organized instead of what operations need to be performed on the data. Data Model is like architect's building plan which helps to build a conceptual model and set the relationship between data items.

Why:

* Ensures that all data objects required by the database are accurately represented. Omission of data will lead to creation of faulty reports and produce incorrect results.
* A data model helps design the database at the conceptual, physical and logical levels.
* Data Model structure helps to define the relational tables, primary and foreign keys and stored procedures.
* It is also helpful to identify missing and redundant data.