



Data modeling: examining the structure and organization of a data system



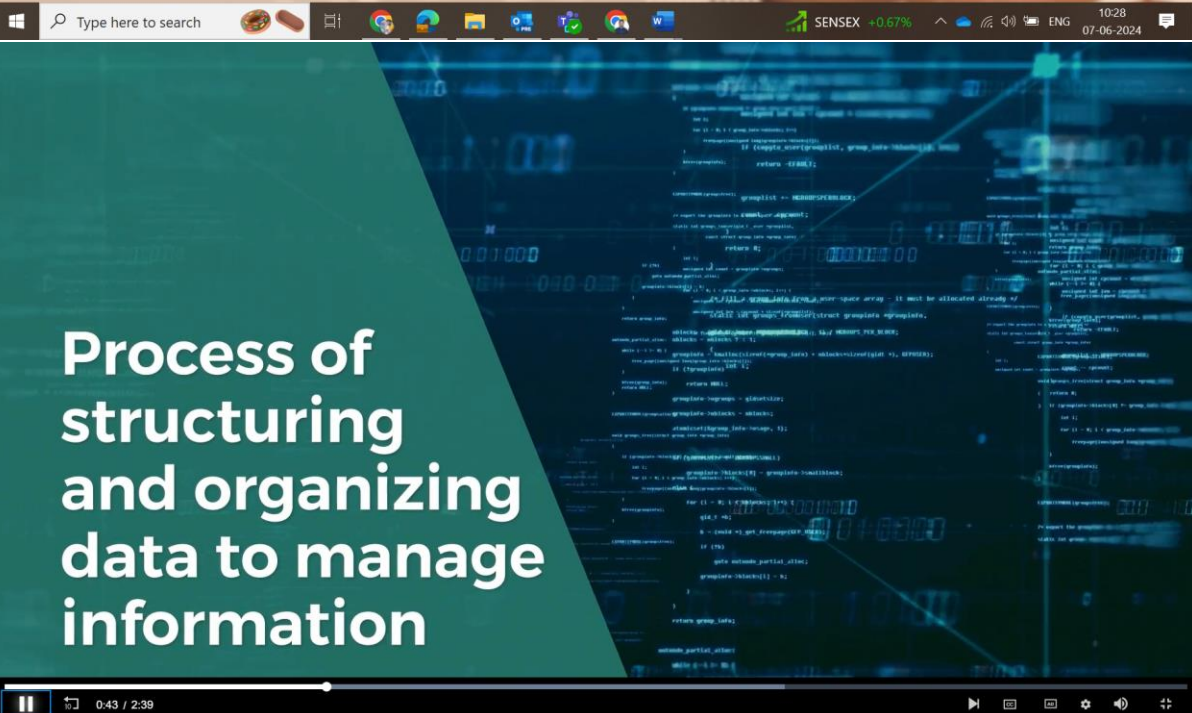
## What Is Data Modeling?

skillsoft



Big data and analytics: gain insight  
from data collected by businesses

Process of  
structuring  
and organizing  
data to manage  
information





**Data model  
diagrams  
components,  
relationships,  
attributes,  
flow of data**



**Models have evolved**  
to address digital opportunities

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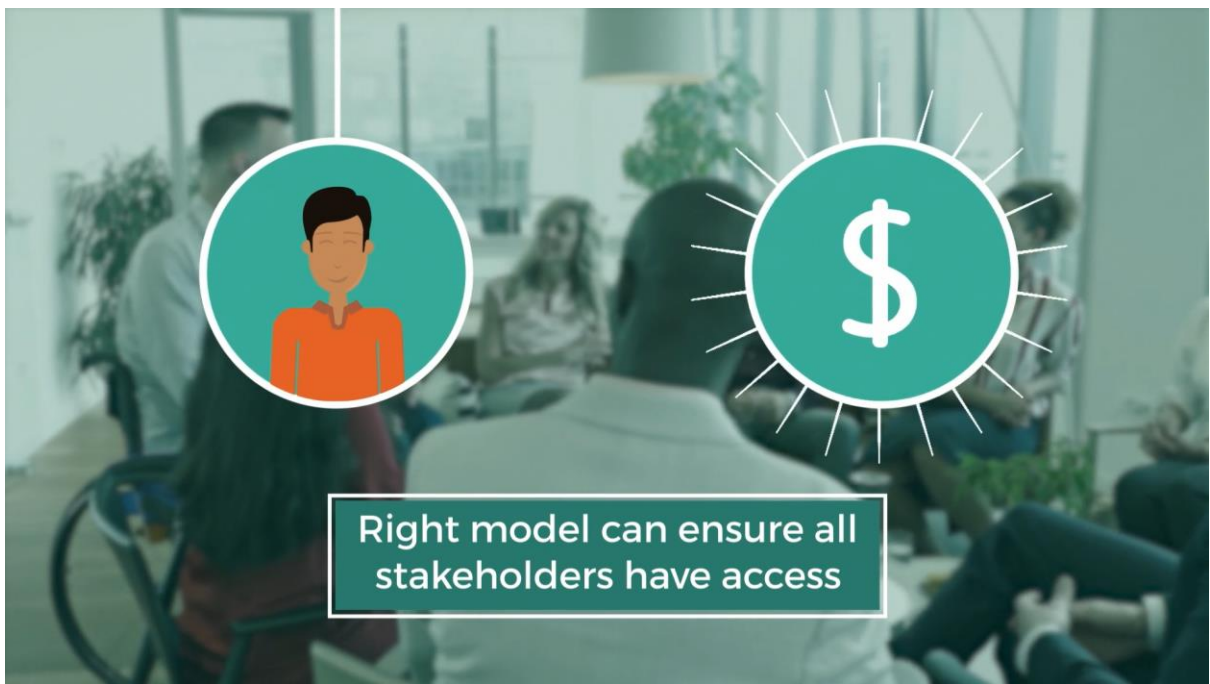
## Benefits of Data Modeling

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**Helps identify  
business  
issues and  
opportunities**







## Consistent data access can help improve

- Product development
- Marketing
- Sales efforts



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