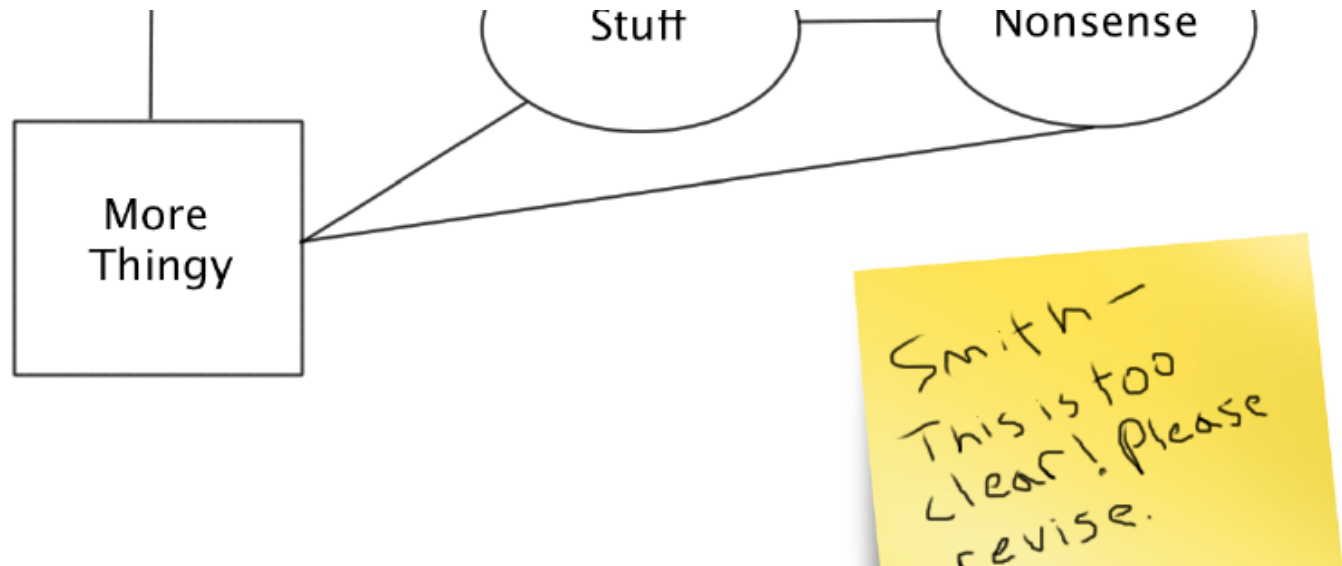




# Data Modeling Overview

# Data Science: Following the Data



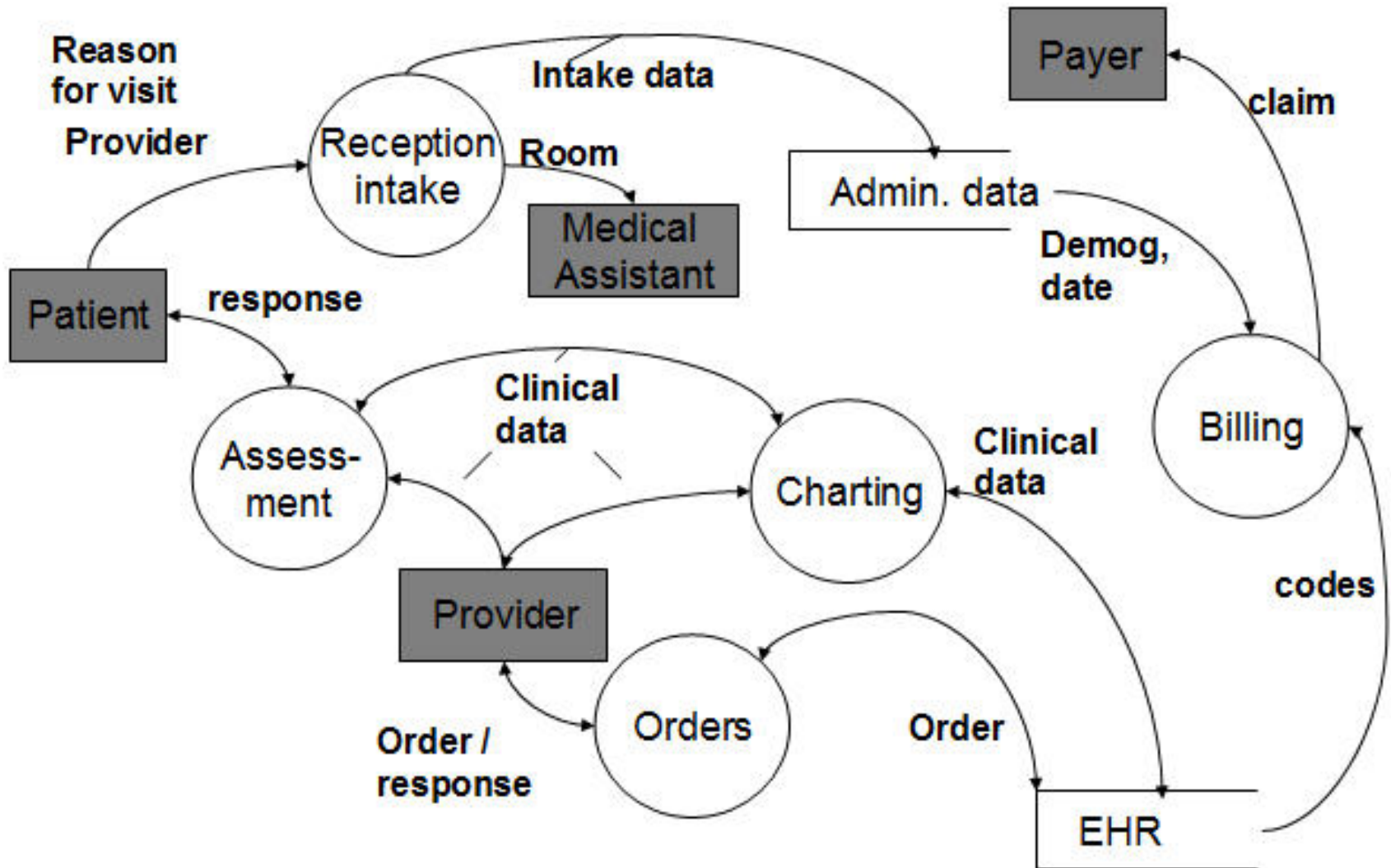
An old adage in detective work is to “follow the money.” In data science, one key to success is to “follow the data.” In most cases, a data scientist will not help to design an information system from scratch. Instead, there will be several or many legacy systems where data resides; a big part of the challenge to the data scientist lies in integrating those systems.

# Introduction to Data Models & Systems

- Context for more functional use of R
  - Systems Analysis & Design 101
    - Process model (data flow diagram)
    - Data model (entity relationship diagram)
    - Data model (star schema)
    - Graphical user interface (GUI)
- Reference to the “systems type” pyramid

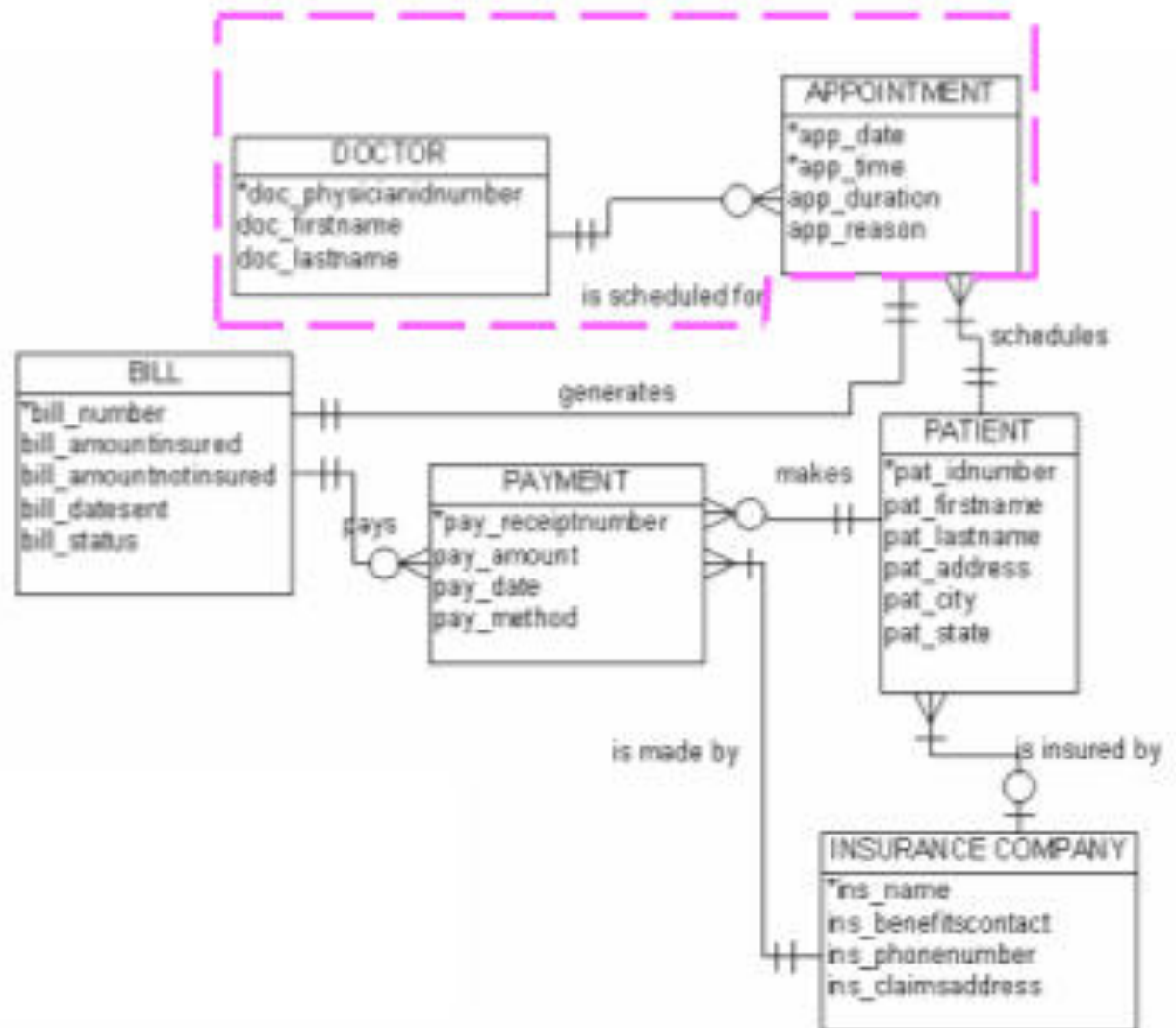
*Note that might be a review for many of you*

# Data Flow Diagram (DFD)

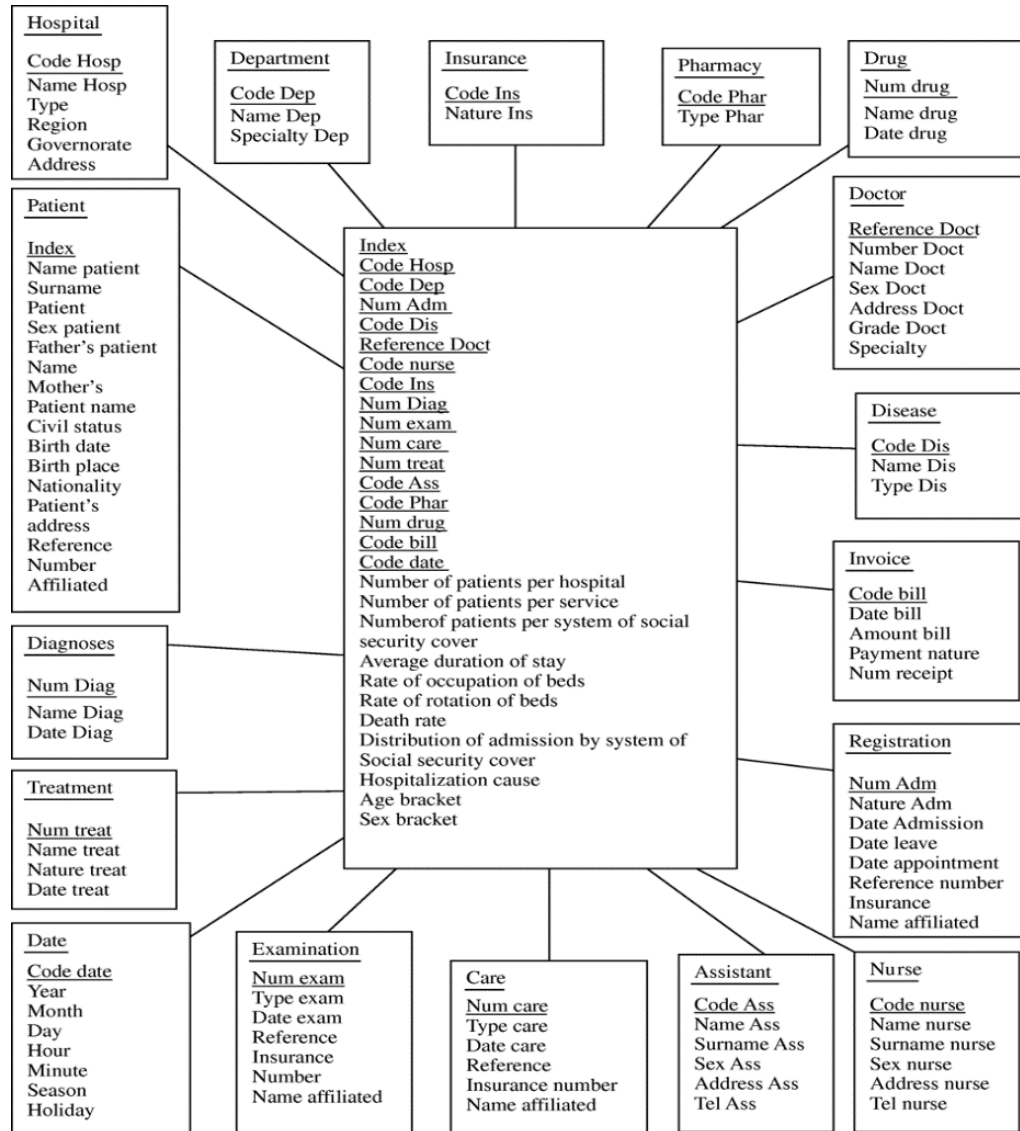


# Entity Relationship Diagram (ERD)

A doctor can be scheduled for many appointments but may not have any scheduled at all. Each appointment is scheduled with exactly 1 doctor.

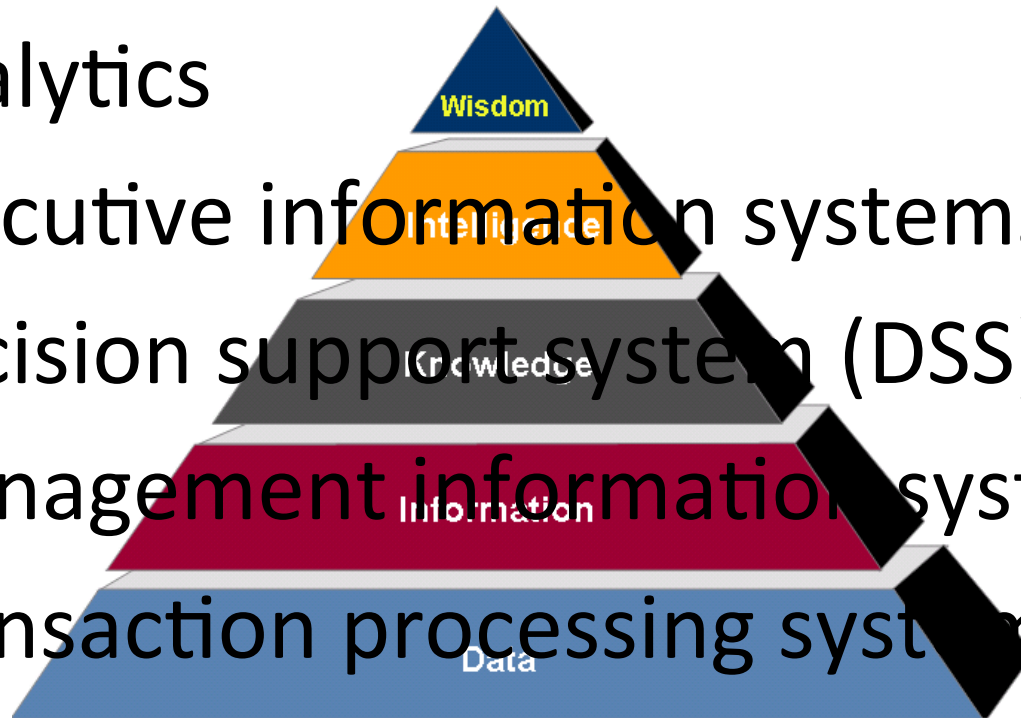


# Star Schema



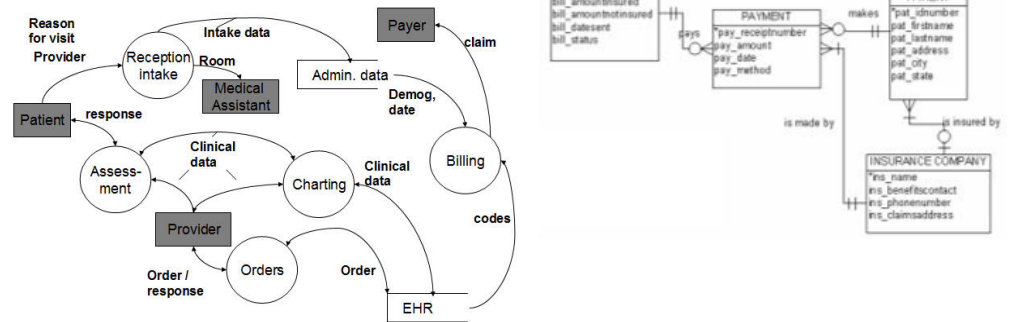
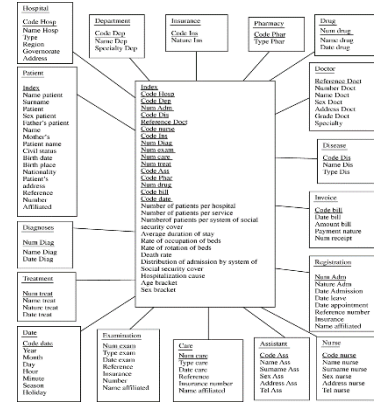
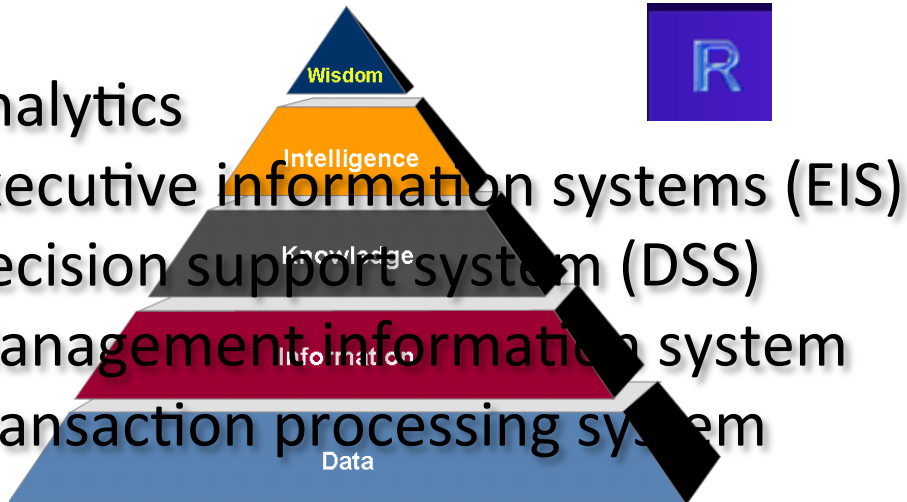
# Information System Types

- Analytics
- Executive information systems (EIS)
- Decision support system (DSS)
- Management information system
- Transaction processing system



# Data Science

# Information Systems Types





# Question

Why do data modeling—why is it useful?



# Rows and Columns

# Rows and Columns



One of the most basic and widely used methods of representing data is to use rows and columns, where each row is a case or instance and each column is a variable and attribute. Most spreadsheets arrange their data in rows and columns, although spreadsheets don't usually refer to these as cases or variables. R represents rows and columns in an object called a *data frame*.

# Thinking About Data

- Know your data
  - Context
  - Content
  - Mode
- Data organization to facilitate R analysis
  - Rows and columns
  - Consistent mode type by attribute/variable

# An Example Dataset: Context

NAME	AGE	GENDER	WEIGHT
Dad	43	Male	188
Mom	42	Female	136
Sis	12	Female	83
Bro	8	Male	61
Dog	5	Female	44

# An Example Dataset: Characteristics

Two-dimensions: rows and columns

NAME	AGE	GENDER	WEIGHT
Dad	43	Male	188
Mom	42	Female	136
Sis	12	Female	83
Bro	8	Male	61
Dog	5	Female	44

# An Example Dataset: Characteristics


- Rows (data)
  - Cases
  - Instances
  - Observations

NAME	AGE	GENDER	WEIGHT
Dad	43	Male	188
Mom	42	Female	136
Sis	12	Female	83
Bro	8	Male	61
Dog	5	Female	44

Note: Name Age Gender Weight is **not** a data row.

# An Example Dataset: Characteristics

- Columns (data)
  - **Variable name**
  - Attributes
  - Variables



NAME	AGE	GENDER	WEIGHT
Dad	43	Male	188
Mom	42	Female	136
Sis	12	Female	83
Bro	8	Male	61
Dog	5	Female	44



# An Example Dataset: Characteristics

- Columns (data)
  - **Attributes**
  - **Variables**
  - Variable name

NAME	AGE	GENDER	WEIGHT
Dad	43	Male	188
Mom	42	Female	136
Sis	12	Female	83
Bro	8	Male	61
Dog	5	Female	44

- Note: Name Age Gender Weight are **not** data

# An Example Dataset: Characteristics

- Each row has a unique identifier (case label).

NAME	AGE	GENDER	WEIGHT
Dad	43	Male	188
Mom	42	Female	136
Sis	12	Female	83
Bro	8	Male	61
Dog	5	Female	44

# An Example Dataset: Characteristics

- Each column has the same type/mode of data.
- Each column has the same number of entries.

NAME	AGE	GENDER	WEIGHT
Dad	43	Male	188
Mom	42	Female	136
Sis	12	Female	83
Bro	8	Male	61
Dog	5	Female	44

# Creating a dataset in R

- Data set: How does this get built in R?
  - Create a vector for each variable (column).
  - Create a data frame to combine individual vectors.

NAME	AGE	GENDER	WEIGHT
Dad	43	Male	188
Mom	42	Female	136
Sis	12	Female	83
Bro	8	Male	61
Dog	5	Female	44

# Question:

- How would you represent the following data in a data frame?

## – Students in a class

- For each student, we have a student ID and a GPA.
- Student 1: ID: N1; GPA: 3.8
- Student 2: ID: N2; GPA: 4.0
- Student 3: ID: N3; GPA: 3.3
- Student 4: ID: N4; GPA: 3.5
- Student 5: ID: N5; GPA: 3.9

→ Create a grid (table) to show how you would represent this information. (Submit a simple table as a spreadsheet.)

# Answer:

- How would you represent the following data in a data frame?

Student ID	Student GPA
N1	3.8
N2	4.0
N3	3.3
N4	3.5
N5	3.9



# Data Frames in R

# Creating a Dataframe in R

The respective variable columns have been built as vectors and displayed below.

The image shows a screenshot of the RGui (32-bit) - [R Console] window. The window has a menu bar with 'File', 'Edit', 'View', 'Misc', 'Packages', 'Windows', and 'Help'. Below the menu bar is a toolbar with icons for file operations and execution. The console area displays the following R code and its output:

```
> myFamilyNames <- c("Dad", "Mom", "Sis", "Bro", "Dog")
> myFamilyNames
[1] "Dad" "Mom" "Sis" "Bro" "Dog"
> myFamilyAges <- c(43, 42, 12, 8, 5)
> myFamilyAges
[1] 43 42 12 8 5
> myFamilyGenders <- c("Male", "Female", "Female", "Male", "Female")
> myFamilyGenders
[1] "Male" "Female" "Female" "Male" "Female"
> myFamilyWeights <- c(188, 136, 83, 61, 44)
> myFamilyWeights
[1] 188 136 83 61 44
> myFamily <- data.frame(myFamilyNames, myFamilyAges, myFamilyGenders, myFamilyWeights)
> |
```

The columns have been combined and assigned a label via the data.frame function.



# Viewing a Dataframe

Display the contents of the data object MyFamily.

```
> myFamily <- data.frame(myFamilyNames,myFamilyAges, myFamilyGenders, myFamilyWeights)
> myFamily
  myFamilyNames myFamilyAges myFamilyGenders myFamilyWeights
1          Dad          43           Male           188
2          Mom          42           Female          136
3          Sis          12           Female           83
4          Bro           8           Male           61
5          Dog           5           Female           44
> |
```

# Using the R “Str” (Structure) Command

```
> myFamily
  myFamilyNames myFamilyAges myFamilyGenders myFamilyWeights
1          Dad         43         Male         188
2          Mom         42        Female         136
3          Sis         12        Female          83
4          Bro          8         Male          61
5          Dog          5        Female          44
> str(myFamily)
'data.frame':  5 obs. of  4 variables:
 $ myFamilyNames : Factor w/ 5 levels "Bro","Dad","Dog",...: 2 4 5 1
 $ myFamilyAges  : num  43 42 12 8 5
 $ myFamilyGenders: Factor w/ 2 levels "Female","Male": 2 1 1 2 1
 $ myFamilyWeights: num  188 136 83 61 44
> |
```

What does the structure function tell us about the data object myFamily?

- Confirmation that MyFamily is a data frame;
- MyFamily has five observations (cases/instances) and four variables.
- “\$” for each variable/component column with descriptive information.
- Each of the variables has a mode or type (same mode within a variable/column).
- Variable is either a “factor” or “num”.
- “Factor” variable has a “level”.
- “Level” describes the options within a variable.
- “num” variable indicates “numeric”.

# Using the R Summary Command

```
> summary(myFamily)
```

myFamilyNames	myFamilyAges	myFamilyGenders	myFamilyWeights
Bro:1	Min. : 5	Female:3	Min. : 44.0
Dad:1	1st Qu.: 8	Male :2	1st Qu.: 61.0
Dog:1	Median :12		Median : 83.0
Mom:1	Mean :22		Mean :102.4
Sis:1	3rd Qu.:42		3rd Qu.:136.0
	Max. :43		Max. :188.0

```
> |
```

What does the  
summary  
function tell us  
about the data  
object  
myFamily?

- “Factor” variables list variable names (MyFamilyNames, myFamilyGenders, MyFamilyWeights) along with the number of occurrences of cases that are coded within that factor.
- Numeric variables have six different calculated quantities that help summarize the variable:
  - Min—minimum or lowest value of all cases
  - 1st Qu—dividing line at the top of the 1st quartile
  - Median—value of the case that splits the whole group in half
  - Mean—numeric average
  - 3rd Qu—3rd quartile
  - Max—max value of all cases

# Accessing Dataframes as a Matrix

# returns the data in the first row and first column

```
> myFamily[1,1]
```

#Returns the first row

```
> myFamily[1,]
```

#Returns the first column

```
> myFamily[,1]
```

#Returns everything but the first row (deletes first row)

```
> myFamily[-1,]
```

#Returns everything but the first column

```
> myFamily[, -1]
```

# R Takeaways

- A **vector** is a list of elements/things
- All the vectors things are the same type (**mode**)
- Data is in a **rectangular format** (rows & columns)
- A **data frame** stores these rectangular data sets
- **data.frame()** organizes vectors into a data frame
- **str()** and **summary()** provide info on a data frame
- A **factor** organizes groups of observations
- **Quartiles** divide a sorted vector into 4 groups.
- **Min()** and **max()** measure “**dispersion**”
- **Mean()** and **median()** measure “**central tendency**”



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