**Phase 3: Data Modeling & Relationships**

**1. Overview**

The purpose of this phase is to design and implement the **Salesforce Data Model** that supports the organization’s business processes and reporting needs. This involves defining **Standard and Custom Objects**, creating relationships between them, and ensuring data integrity through appropriate field configurations and schema design.

**Goal:**  
To create a scalable, flexible, and efficient data architecture that accurately represents the organization’s entities, relationships, and data management requirements.

**2. Scope**

This phase includes all tasks related to defining and configuring the Salesforce data model.  
The scope covers:

* Designing and creating **Standard and Custom Objects**
* Defining **Fields** and **Field-Level Security**
* Creating **Record Types** for process variations
* Designing **Page Layouts** and **Compact Layouts**
* Visualizing model structure using **Schema Builder**
* Implementing **Relationships** (Lookup, Master-Detail, Hierarchical)
* Designing **Junction Objects** for many-to-many relationships
* Configuring **External Objects** via Salesforce Connect

**3. Configuration Components**

**3.1 Standard & Custom Objects**

Standard Objects – Account ,Contact , Opportunity ,Leads

Custom Objects – Event , Event Registration , Attendees , Vendors , Technical Team

**3.2 Fields**

Event Fields – Event Name ,Event Type , Event Status

Event registration – Registration Status ,Type , Payment Status , Attendee

Attendee – Name ,Contact , Event registration , Email

Vendors - Name ,Contact , Event registration , Email

**3.3 Record Types**

Event Registration records types are Attendee Registration and Vendors Registration

**3.4 Schema Builder**

* Custom Objects are –   
  Attendee
* Campaign
* Contact
* Event
* Event Registration
* Feedback
* Session
* Speaker
* Sponsorship
* Vendor
* Venue