Analytics8

THE INSIDER

Explaining the 'Why' Behind Data Modeling

What's your stance on data modeling? Do you think technology eliminates the need to model your data? Do we even have the same definition of what constitutes data modeling?

This month, we're here to convince you that data modeling is still necessary, and that there's a right way to do it.

Ready to dive in?

Tracey Doyle
Analytics8 CMO

The Deep Conversation Around Data Modeling

There have been a few thought-provoking conversations recently on LinkedIn around the necessity of data modeling — and even around what it actually means. Our in-house data experts Patrick Vinton and

Tony Dahlager have engaged quite a few thoughts around the topic, specifically on:

- **Why you STILL need to model your data even if you utilize Snowflake or Databricks.** Tony says, "Data modeling is a way to plan ahead an avoid waste cause by duplicate effort." Do you agree?

- **Technology is not a substitute for data modeling.** Patrick adds, "Advancements in database performance and storage costs may allow for sloppy (or effectively nonexistent) data models, but that doesn't mean data modeling isn't important. What do you think?

- **Data modeling is an unclear and unhelpful term.** There are so many ways you all define it. Tony focuses on "the value of data modeling for the betterment of analytics — the lifecycle around how data is turned into information and then activated in an organization for the good of people." What's your definition?

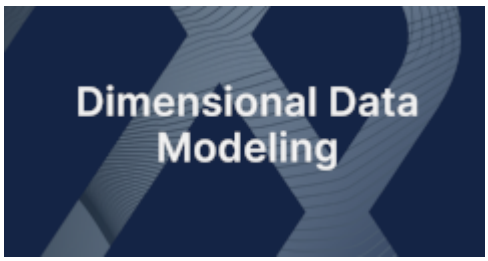
July Data Dialogues: Clearing the Confusion Around Microsoft Fiber

Join us on LinkedIn on July 26th for our next monthly Live Event as we dive into the intricacies of Microsoft Fabric.

This 30-minute session will clear up how Fabric differs from using FiveTran, dbt, and Snowflake and what Fabric brings to those using or evaluating Power BI.

Kevin and David will demystify the complexities of licensing, provide a decision-making guide on its usage, and discuss the ideal combinations of licensing based on various scenarios.

Register to learn about Fabric



4 Questions Asked and Answered About Dimensional Data Modeling

Any conversation centered around data modeling can be long, complex, and possibly confusing. In an effort to make data modeling — specifically dimensional data modeling — more digestible, our experts answered four key questions:

1. **What is dimensional data modeling?** Introduced by Ralph Kimball in 1996, dimensional data modeling is a methodology designed to make analyzing data as simple as possible for business users, while still maintaining agile design principles. It bridges the gap between the business needs and the technical solution, making it a vital component of the modern data stack.

2. **What role does it play in the modern data stack?** Even with the advent of new technologies and data platforms, the principles of dimensional data modeling remain highly applicable. They provide a framework for understanding how your business operates and how different processes relate to one another, allowing for a more resilient design in the face of changing information demands.

3. **What are the core attributes of dimensional data modeling?** At its heart, dimensional data modeling groups business attributes into

two types of entities: dimensions and facts.

- Dimensions contain information about entities such as customers, products, employees, vendors, and suppliers. They are consistently reused, leading to uniform definitions and a scalable framework.
- Facts represent detailed data-capture events of one or many business processes or snapshots of detailed measurements. They link everything together in a connected fabric.

4. **What is the benefit of dimensional data modeling to analytics projects?** It helps to isolate the business processes behind specific report requests, promoting a modular and reusable design that can easily adapt to future requirements.

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