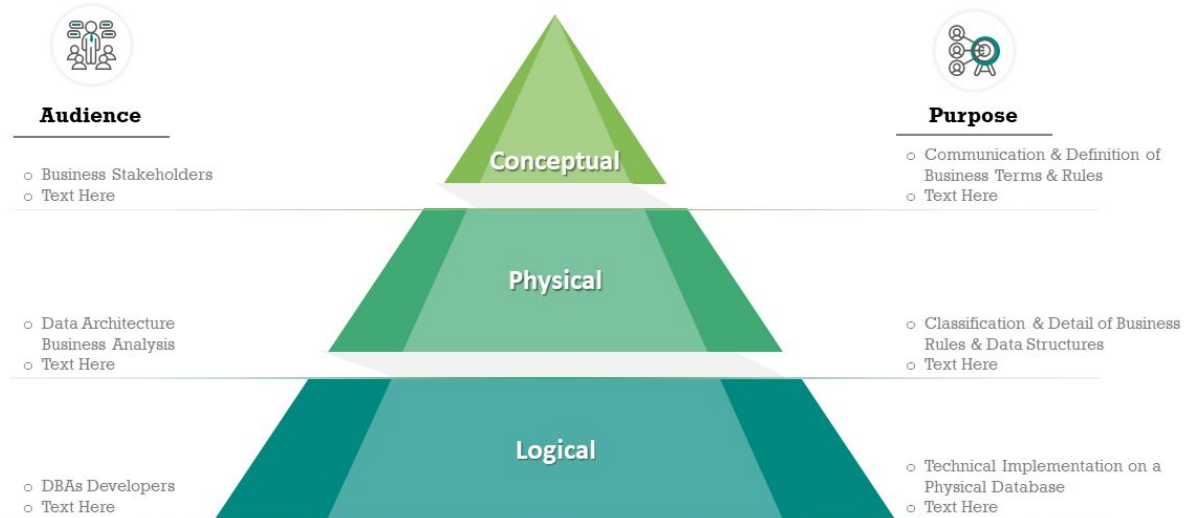# Data Model

## Data Concept in Data Modelling
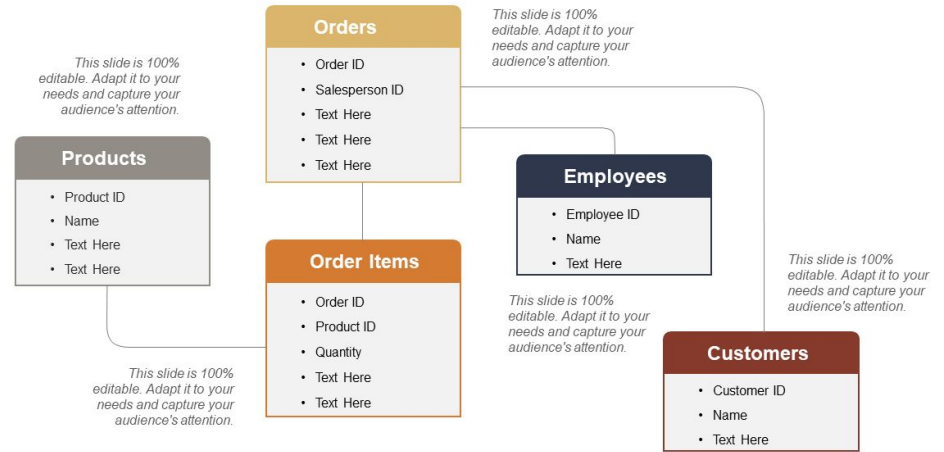
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**Audience**

**Purpose**

Conceptual

- Business Stakeholders
- Text Here

- Communication & Definition of Business Terms & Rules
- Text Here

Physical

- Data Architecture Business Analysis
- Text Here

- Classification & Detail of Business Rules & Data Structures
- Text Here

Logical

- DBAs Developers
- Text Here

- Technical Implementation on a Physical Database
- Text Here

➔ **Data modelling i**s the process of visualising an entire information system or parts of it in order to communicate connections between data points and structures.

Data Model With Employees Information And Products

**Orders**
- Order ID
- Salesperson ID
- Text Here
- Text Here
- Text Here

**Products**
- Product ID
- Name
- Text Here
- Text Here

**Order Items**
- Order ID
- Product ID
- Quantity
- Text Here
- Text Here

**Employees**
- Employee ID
- Name
- Text Here

**Customers**
- Customer ID
- Name
- Text Here

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➔ **Customer-centricity** is a business strategy that places the customer first and at the core of your operations in order to provide a favourable experience and build successful relationships.

## Data Model for Organizational Customer Centricity

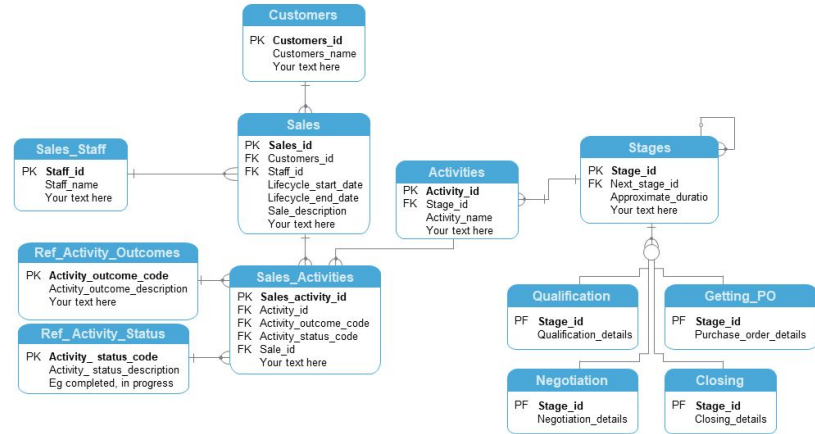This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

**Demographic**
- Where they live
- Where they work
- Current and past functional roles
- Networks and connections
- Text here

**Behavioural**
- Actions they take:
- Response to email
- Social media activity
- Explicit and implicit content preferences
- Interactions & meetings
- Text here

**Financial**
- Text here
- Text here
- Text here

**Transactional**
- Purchase history
- Sales cycle
- Relationships influencing buying decisions
- Service requirements
- Text here

# Main stages of Sales Lifecycle :

➔ Prospecting

➔ making contact

➔ qualifying your lead

➔ nurturing your lead

➔ presenting your offer

➔ overcoming objections
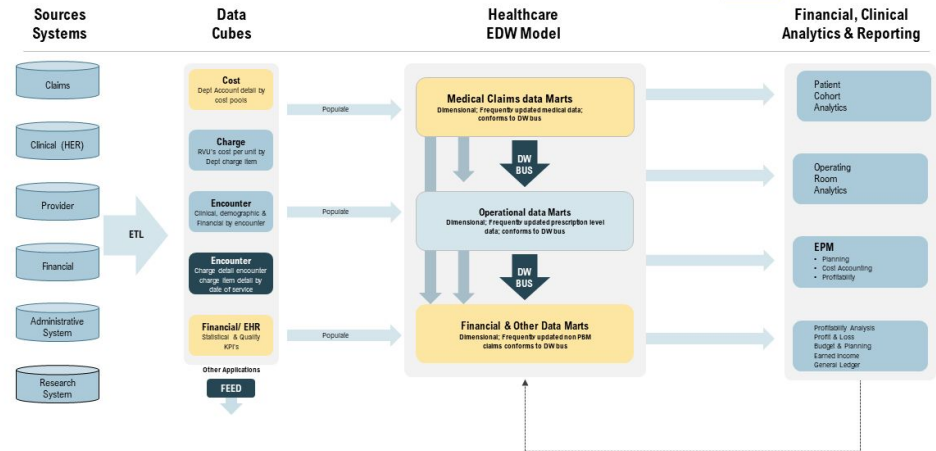
➔ closing the sale

## Data Model of Sales Lifecycle

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**Customers**
PK **Customers_id**
Customers_name
Your text here

**Sales_Staff**
PK **Staff_id**
Staff_name
Your text here

**Sales**
PK **Sales_id**
FK Customers_id
FK Staff_id
Lifecycle_start_date
Lifecycle_end_date
Sale_description
Your text here

**Activities**
PK **Activity_id**
FK Stage_id
Activity_name
Your text here

**Stages**
PK **Stage_id**
FK Next_stage_id
Approximate_duratio
Your text here

**Ref_Activity_Outcomes**
PK **Activity_outcome_code**
Activity_outcome_description
Your text here

**Sales_Activities**
PK **Sales_activity_id**
FK Activity_id
FK Activity_outcome_code
FK Activity_status_code
FK Sale_id
Your text here

**Ref_Activity_Status**
PK **Activity_ status_code**
Activity_ status_description
Eg completed, in progress

**Qualification**
PF **Stage_id**
Qualification_details

**Getting_PO**
PF **Stage_id**
Purchase_order_details

**Negotiation**
PF **Stage_id**
Negotiation_details

**Closing**
PF **Stage_id**
Closing_details

➔ **A foundation data model** is a "principle for building AI systems" that allows a model trained on a large amount of unlabeled data to be adapted to a wide range of applications.

➔ "Designed to be adapted to various downstream cognitive tasks by pre-training on broad data at scale," foundation models are.
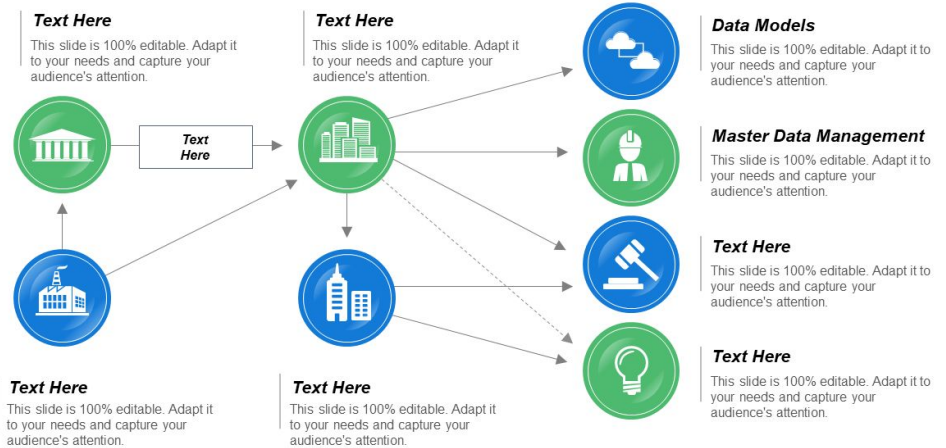


Foundational Data Modelling(1/2)

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➔ **Data Management** in supply chain aids in the centralization and synchronisation of data across supply chain networks and distributors.

➔ MDM promotes data transparency and homogeneity, resulting in cost savings and revenue generation opportunities.

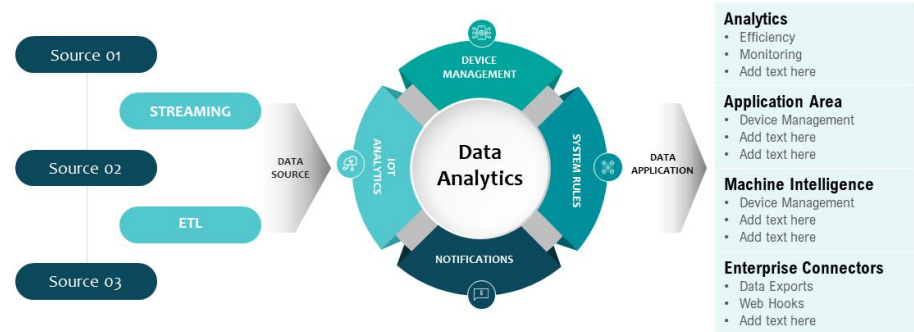## Data Models Master Data Management Supply Chain...

**Text Here**
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Text Here

**Text Here**
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**Data Models**
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**Master Data Management**
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➔ **An analytics model,** defined here as one that is implemented as a process within the analytics stack rather than one that is simply based on analytics output.

➔ It is implemented in two stages using an amalgamation of statistical software and programmatic design.

Data Analytics Software Model with Application Areas

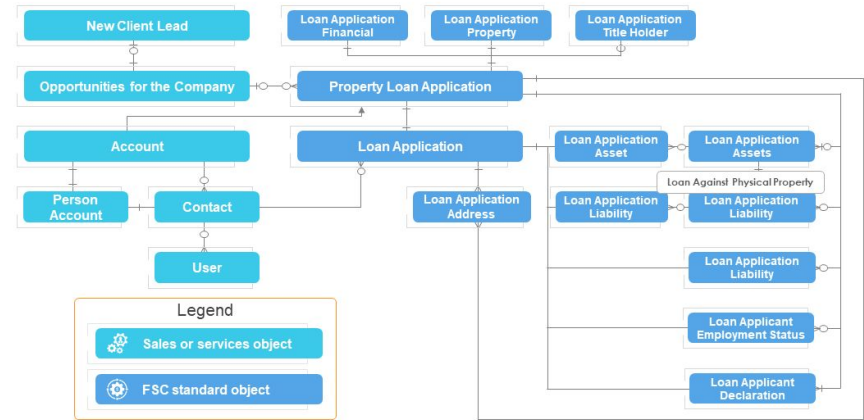This slide 100% editable. Adapt it to your needs and capture your audience's attention.

Source 01

STREAMING

Source 02

ETL

Source 03

DATA SOURCE

DEVICE MANAGEMENT

IOT ANALYTICS

Data Analytics

SYSTEM RULES

NOTIFICATIONS

DATA APPLICATION

**Analytics**
• Efficiency
• Monitoring
• Add text here

**Application Area**
• Device Management
• Add text here
• Add text here

**Machine Intelligence**
• Device Management
• Add text here
• Add text here

**Enterprise Connectors**
• Data Exports
• Web Hooks
• Add text here

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➔ **The Cloud - based Financial Services Data Model (FSDM)** is a comprehensive, versatile blueprint for how your data is organised that enables you to manage your information.

➔ It helps to successfully manage risk, navigate the data environment, and pinpoint details that may affect your data management journey.



Financial Services Cloud Mortgage Data Model

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FSC: Financial Services Cloud

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# FAQs

**How can a company become more customer-focused?**

➔ Anticipate the needs of your customers.

➔ Gather Customer Feedback.

➔ Make yourself easily accessible.

➔ Customers should be met in person.

➔ Proactively provide customer service.

➔ Implement Customer Service Tools.

➔ Look past the purchase.

➔ Make an onboarding procedure.

## What are the customer-centric pillars?

➔ Customer-Centric Marketing's Pillars

➔ Capture and Organize Customer Data is the first pillar.

➔ The second pillar is: Analytics Leverage and Predictive Analytics.

➔ Engage Customers Based on Their Individual Journey is the third pillar.

➔ Create an Insight-Driven Culture is the fourth pillar.

## What exactly are data modelling tools?

➔ Data modelling software tools are applications that assist you in creating database structures using a simple and visually appealing data model—a roadmap for how your company will organise and manage data in the future to achieve your business objectives.

# About Us

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