



KC DAMA

September 14, 2016 Meeting

<p><u>When:</u> Date: Wednesday, September 14 Time: 1:00pm – 4:30pm Registration at 12:30</p>	<p><u>Location:</u> KU Edwards Campus BEST Building – Room 120 12600 Quivira Road Overland Park, KS 66213</p>
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Speaker: Dave Wells

Presenting: Data Modeling in a Big Data World

The big data phenomenon expands the purpose and changes the role of data modeling. The level of uncertainty about data modeling in today's data ecosystems is high. Most practitioners have more questions than answers:

- Has data modeling become obsolete?
- Does unstructured data make modeling impractical?
- Does NoSQL imply no data modeling?
- What are the implications of schema-on-read vs. schema-on-write for data modelers?
- Do entity-relationship and star-schema data models still matter?

Data modeling is still an important process – perhaps more important than ever before. But data modeling purpose and processes must change to keep pace with the rapidly evolving world of data. This course examines the principles, practices, and techniques that are needed for effective modeling in the age of big data. You will learn:

- To distinguish between data store modeling (schema on write) and data access modeling (schema on read) and when each is useful.
- The elemental characteristics of data that provide a common denominator for data modeling for all types of data.
- How the common denominator is used to map various kinds of databases including relational, dimensional, NoSQL, NewSQL, graph, and document databases.
- When traditional logical-to-physical modeling works and when it makes sense to reverse the process as physical-to-logical.
- Trade-offs between methodological rigor and discovery-driven exploration in data modeling.

Note: This meeting is FREE to members who have an active paid 2016 membership effective April 1st, 2016. The fee is \$35 for non-members - please let us know when you RSVP if you are interested in joining for \$75 for the current year effective till March 31st, 2017.

RSVP: Please e-mail rsvp@kcdama.org by **September 7**

Directions: <http://edwardscampus.ku.edu/contact/maps.shtml>

Biographical Sketch



Dave Wells is actively involved in information management, business management, and the intersection of the two. He provides strategic guidance and mentoring for BI, Performance Management, and Business Analytics programs - the areas where business effectiveness, efficiency, and agility are driven.

Dave consults with The Data Warehouse Institute (TDWI) to manage curriculum and plan educational events. He teaches at nearly all of the TDWI conferences and works on a contract basis as TDWI's primary course developer. He is a founding partner and Director of Education at eLearningCurve, where he also works as a course developer and instructor, and as a board member for Certified Data Steward (CDS).

Dave is a continuous learner, currently fascinated with understanding how we think, both individually and organizationally. He studies and practices systems thinking, critical thinking, lateral thinking, and divergent thinking, and is now working to develop deep understanding and appreciation for the art and science of innovation.