MIS 3504
Digital Design and Innovation

Entities and Data Elements

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DATA
Understanding **DATA** needed in a business context
What is DATA?
Core Requirement Components

Business Rules

- Data (Attributes Entities)
- Processes (or Use Cases)
- External Agents (or Actors)
data:
1: factual information (as measurements or statistics) used as a basis for reasoning, discussion, or calculation <the data is plentiful and easily available — H. A. Gleason, Jr.>
<comprehensive data on economic growth have been published — N. H. Jacoby>

2: information output by a sensing device or organ that includes both useful and irrelevant or redundant information and must be processed to be meaningful

3: information in numerical form that can be digitally transmitted or processed

from http://www.merriam-webster.com/dictionary/data

How can data be used
Defining Data

Once you have good definitions of key terms involved in your project you are done with data. Right?

*No, a common definition doesn’t provide details about attributes or relationships that are important to your application*
Defining Data

What other information might you want about your data?

*unique identifier, owner, data types, valid values, relationships, etc.*
Defining Data

Logical vs. Physical

Business structure and actual structure
User view/database view.

One is more technical than the other and therefore can be much more confusing to a non-IT person. Get the details right on the business version, let the tech team design the database.
Steps to Defining Data

• Create a **Glossary** (list) of items that have been identified during requirements gathering and interviews

• From the glossary identify the **Entities**, *not all items in the list are considered to be entities.*

• Fill in the key **Attributes** (data elements) of the entities, *these may be on the glossary list as well*

• Identify **Relationship** between the entities, *they typically represent business rules*
Entities

• What is an entity?
  *It is a data object that has at least one attribute (type) and is manipulated by a system. Simple/complex created/stored/transmitted, etc.*

• Where would you look for them?
  *Each entry in you glossary is a likely entity, although some may be attributes of another entity.*

• What might you want to know about them?
  *Name, unique identifier, owner, relationships, etc.*
Attributes

• What is an attribute?
  Further information about a data entity

• Where would you look for them?
  May be in the glossary but more likely need to ask SME’s about properties or characteristics of an entity

• What might you want to know about them?
  Could be anything but there are some standards – data type, length, valid values, default, owner, etc.
Relationships

• What are the real world relationships between data entities?

• Try describing them in a sentence.

  A customer places an order.
Relationships (continued)

• What is the **multiplicity** of the relationship?
  – One to one
    • A Temple student has one TUID number and a TUID number identifies only one student.
  – One to many
    • A doctor sees many patients.
  – Many to many
    • A library has many publication and a publication can be in many libraries.
Relationships (continued)

• What is a data schema?
• What relationship notation should you use?

<table>
<thead>
<tr>
<th>Multiplicities:</th>
<th>Information Engineering</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Zero or one</td>
<td>![Diagram of a single relationship]</td>
</tr>
<tr>
<td>- One only</td>
<td>![Diagram of a one-to-one relationship]</td>
</tr>
<tr>
<td>- Zero or more</td>
<td>![Diagram of a zero-to-many relationship]</td>
</tr>
<tr>
<td>- One or more</td>
<td>![Diagram of a one-to-many relationship]</td>
</tr>
</tbody>
</table>
Schema for Asset Management Database
(Assets are purchased from Vendors and assigned to Employees)

**Asset**
- AssetID
- BrandName
- ModelNumber
- Description
- AssetType
- EmployeeID

**Asset-Vendor**
- AssetID
- VendorID

**Vendor**
- VendorID
- City
- State
- ZipCode
- AccountManagerName
- AccountManagerPhone

**Employee**
- EmployeeID
- LocationID
- FirstName
- LastName
- HomeStreet
- HomeCity
- HomeState
- HomeZipCode

**Location**
- LocationID
- BuildingCode
- OfficeNumber

**Building**
- BuildingCode
- City
- State
- ZipCode
Class Challenge:

The school is interested in implementing a course enrollment tracking solution that keeps track of the classes that students enroll in and the instructors that are teaching them.

Let walk through the process
GLOSSARY: using the case, your personal experience and quick research, what are the key concepts and information needed by the Course Tracking Solution?

Write out a glossary of these terms
Glossary: Results

- Students
- Instructors
- Grades
- Sections
- Class
- Start Time
- End Time
- Start Date
- End Date
- Meeting Day
Case: (15 minutes)

**ENTITIES:** using your glossary, what are the entities needed for the Solution?
Write out a list of these entities. How many do you have? Are any related?
ENTITIES: Results

- Classes
- Instructors
- Sections
- Students
- Registrations ???
Case: (15 minutes)

**ATTRIBUTES:** using your list of entities, what are the attributes of each of your entities?
Write out a list of these entities.
How many do you have?
Are any related?
### Entity/Attributes: Results

<table>
<thead>
<tr>
<th>Classes</th>
<th>Instructors</th>
<th>Sections</th>
<th>Registrations</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class ID</td>
<td>Instructor ID</td>
<td>Section ID</td>
<td>Registration ID</td>
<td>Student ID</td>
</tr>
<tr>
<td>Class Title</td>
<td>First Name</td>
<td>Start Date</td>
<td>Student ID</td>
<td>First Name</td>
</tr>
<tr>
<td>Category</td>
<td>Last Name</td>
<td>Start Time</td>
<td>Section ID</td>
<td>Last Name</td>
</tr>
<tr>
<td>Credits</td>
<td>Street</td>
<td>Instructor ID</td>
<td>Grade</td>
<td>Neighborhood</td>
</tr>
<tr>
<td>Description</td>
<td>Apt</td>
<td>Fee</td>
<td></td>
<td>Street</td>
</tr>
<tr>
<td></td>
<td>City</td>
<td>Class Id</td>
<td></td>
<td>City</td>
</tr>
<tr>
<td></td>
<td>State</td>
<td>Live Models</td>
<td></td>
<td>State</td>
</tr>
<tr>
<td></td>
<td>zip</td>
<td>Meeting Day</td>
<td></td>
<td>zip</td>
</tr>
<tr>
<td></td>
<td>Phone</td>
<td></td>
<td></td>
<td>Phone</td>
</tr>
</tbody>
</table>
Entity/Attributes: Results
(Justinmind tools)
Case: (15 minutes)

**Relationships:** using your list of entities, what are the relationships between each of your entities?

Write a sentence to describe each relationship.

What are the multiplicities of the relationships?
Relationship: Results

- Students register for a class section
- Classes have multiple sections
- Students get a grade for specific class
- Instructors teach multiple class/sections
- A class can only have one primary instructor
- Students can register for many classes
Relationship: Results

(MS Access)
Relationship: Results

(Google Docs)
Challenge Review:

1. How did it go?
2. What does the list of entities, attributed and relationships look like?
3. What confused you?
4. What follow-up questions do you have?
5. What problems or opportunities should you be looking for?
1. How well does the schema describe the data involved in the client’s problem?
2. How completely does they cover the client’s situation?
3. Does it accurately reflect what data the client is using?
4. Is it an appropriate tool for the client’s situation?
Individual Challenge:

Night Owl Case Study
Due Class 7, October 1, 2014

Night Owl Case link
Google Doc ER Template
Excel Sample Template
Night Owl Case Material

New Music Venue Case
You are working for the Night Owl, a new music venue located in North Philadelphia. The Night Owl wants to sell tickets to Temple students directly rather than through a service like Ticketmaster. You are part of the team defining the data requirements for their web service.

The Night Owl’s plan is to take credit cards for payment and to create a customer loyalty program for those customers who want to take advantage of it. The customer loyalty program will track each visit the customer makes to Night Owl and will give them a free ticket to an upcoming show for every 10 tickets they buy. The Night Owl also wants to use the customers’ email addresses to advertise upcoming shows.

Your job is to define the logical data elements that must be kept for each customer in Night Owls’ database.

Use what you know about credit card sales and customer loyalty programs to do the following:

The Deliverables:
Use the Excel Template Sample to:
1. Create a Glossary of terms from the case
2. Identify all the data entities that the Night Owl database will need.
3. For each entity, identify all of the attributes that must be collected. Include information about each entity’s type, range if any, default value, and special requirements.
4. Indicate the relationships between the different entities.

Use the tool of your choice (Google docs, MS Access, Word, or Sketch on Paper) to create an ER Diagram
Step 1:
GLOSSARY: using the case, your personal experience and quick research, what are the key concepts and information needed by the Night Owl?
Write out a glossary of these terms
Step 2:

**ENTITIES**: using your glossary, what are the entities needed by the Night Owl’s application?
Write out a list of these entities. How many do you have? Are any related?
Step 3: **ATTRIBUTES:** using your list of entities, what are the attributes of each of your entities?
Write out a list of these entities. How many do you have? Are any related?
Step 4: **Relationships:** using your list of entities, what are the relationships between each of your entities?

Write a sentence to describe each relationship.

What are the multiplicities of the relationships?

Develop an ER Diagram depicting the relationships