



Getting it Right the First Time

To Model or Not to Model:

That is the Question

Mike Farnsworth



Objectives

- Learn
- Have Fun
- Share

And most of all

- Have Fun



Modeling

Main Entry: model

Function: verb

Inflected Form(s): modeled or modelled; model-ing or model-ling

Date: 1625

transitive verb

1 : to plan or form after a pattern : shape

2 *archaic* : to make into an organization (as an army, government, or parish)

3 a : to shape or fashion in a plastic material **b** : to produce a representation or simulation of **<using a computer to model a problem>**

4 : to construct or fashion in imitation of a particular model **<modeled its constitution on that of the United States>**

5 : to display by wearing, using, or posing with **<modeled gowns>**

intransitive verb

1 : to design or imitate forms : make a pattern **<enjoys modeling in clay>**

2 : to work or act as a fashion or art model

Reference: <http://www.merriam-webster.com/dictionary/model>



Modelers

SQL Modeler - SSIS, SSAS, SSRS, Excel

SQL Modeler - SSIS, SSAS, SSRS, Excel We have an 8 month contract position for a SQL Modeler Required skills: • SQL DBA skills (understanding how to automate backups, configure SQL, architect optimally, etc) • MUST be experienced and have delivered SQL SSIS, SSAS, SSRS configurations, etc. • Comfort with Excel Shared Services

Data Modeler

Our client has an immediate need for a Data Modeler to support building a Forecasting Model. This person will be analyzing data, updating information on parts and maintenance reliability, and updating model to reflect current information to ensure consistent and current information as it

[Full Job Description](#)

Catastrophe Modeler I

Position ID: 20550 Position Title: Catastrophe Modeler I Min Education Desired: Bachelors Degree Travel Percentage: Minimum Relocation: No Job Summary: Under direct supervision, assesses the catastrophe exposure to the Zurich organization. Works closely with business unit and line of business leadership to contribute to their achievement of plan. Contribute to the development and implementation of a plan. [View Full Job Description](#)

Customer Segmentation Modeler - Baltimore, MD

Online financial services company seeks an experienced Customer Segmentation & Analytics modeler who will leverage customer data to create actionable strategies which encourage customer retention and engagement. With your knowledge of customer behavior, statistical modeling and customer segmentation techniques, you'll contribute

[View Full Job Description](#)

Systems Modeler Functional Analyst (7767)

Job Description: • Responsible for development, integration and maintenance of business process models. • Support Business Process Analysts, Designers, Business Specialist and Architectural Experts with enterprise and process area modeling, workshops, documentation, training and user support. Efforts will produce business solution models, technical work products and documentation. • [View Full Job Description](#)

Statistical Modeler

Job Title: Statistical Modeler Job Code: N/A Department: Analytics Job Grade: N/A Revision Date: A fast growing portfolio management solutions provider, with offices in New York, Dallas, Charlotte and Orlando, is looking for a Statistical Modeler to join its analytics team. The company provides next-generation portfolio management solutions to the \$4.2 trillion residential mortgage industry, which...[View Full Job Description](#)



Models

- **Main Entry: model**
- **Pronunciation:** \ˈmā-dəl\
- **Function:** *noun*
- **Etymology:** Middle French *modelle*, from Old Italian *modello*, from Vulgar Latin **modellus*, from Latin *modulus* small measure, from *modus*
- **Date:** 1575
- **1** *obsolete* : a set of plans for a building
- **2** *dialect British* : [copy](#), [image](#)
- **3** : structural design <a [home](#) on the model of an old farmhouse>
- **4** : a usually miniature representation of something; *also* : a pattern of something to be made
- **5** : an example for imitation or emulation
- **6** : a person or thing that serves as a pattern for an artist; *especially* : one who poses for an artist
- **7** : [archetype](#)
- **8** : an organism whose appearance a mimic imitates
- **9** : one who is employed to display clothes or other merchandise
- **10 a** : a type or design of [clothing](#) **b** : a type or design of product (as a car)
- **11** : a description or analogy used to help visualize something (as an atom) that cannot be directly observed
- **12** : a system of postulates, data, and inferences presented as a mathematical description of an entity or state of affairs; *also* : a computer simulation based on such a system <**climate models**>

Reference: <http://www.merriam-webster.com/dictionary/model>

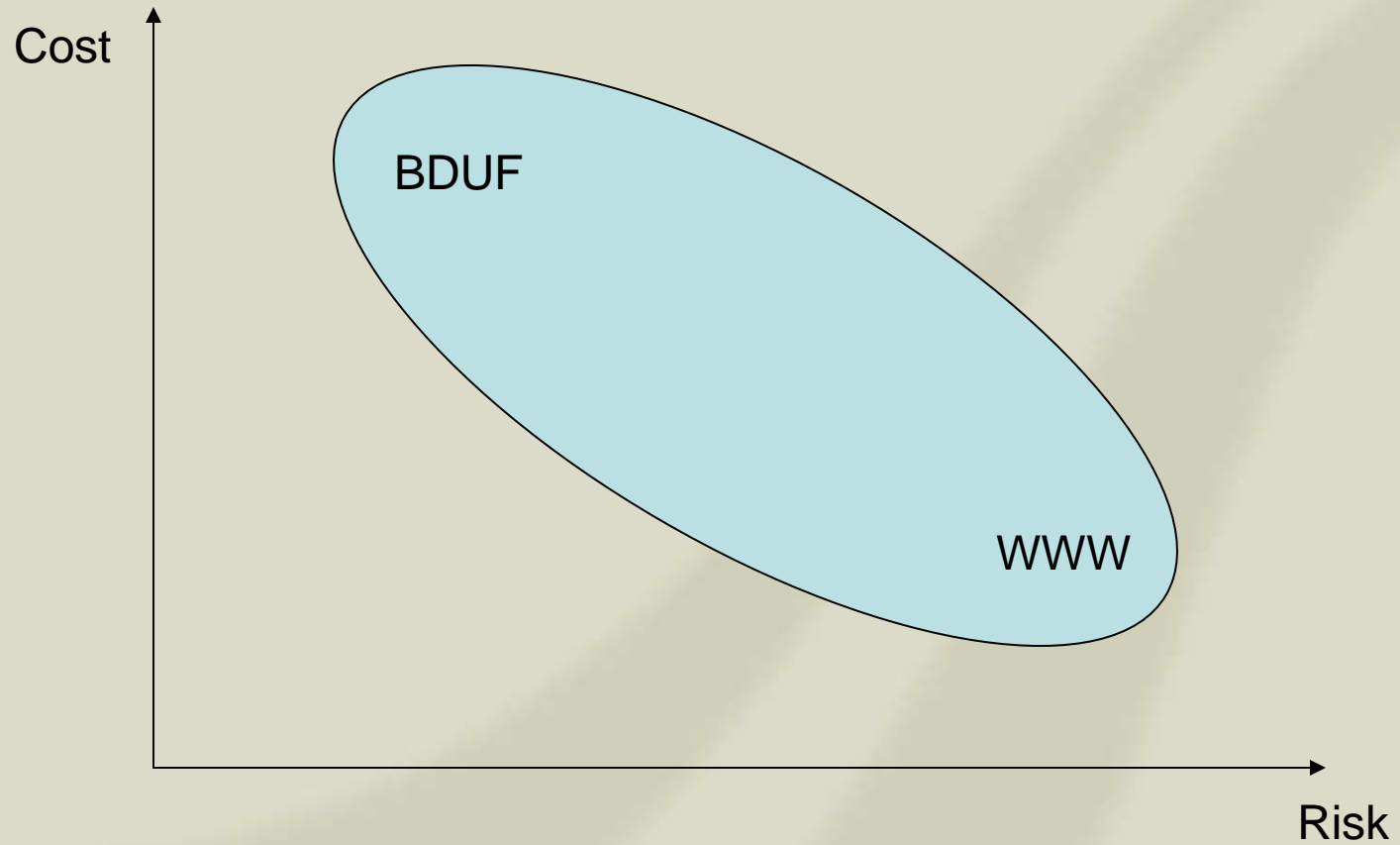


Model - Design

- Is a model a design?
- Big Design Up Front
- No Design at All
- AKA “The War”
- Is it Agile? Is that Right?



BDUF vs WWW



Why do we Care?

- Acquisition
- Buy-In
- Stakeholder Approval

- Most of all

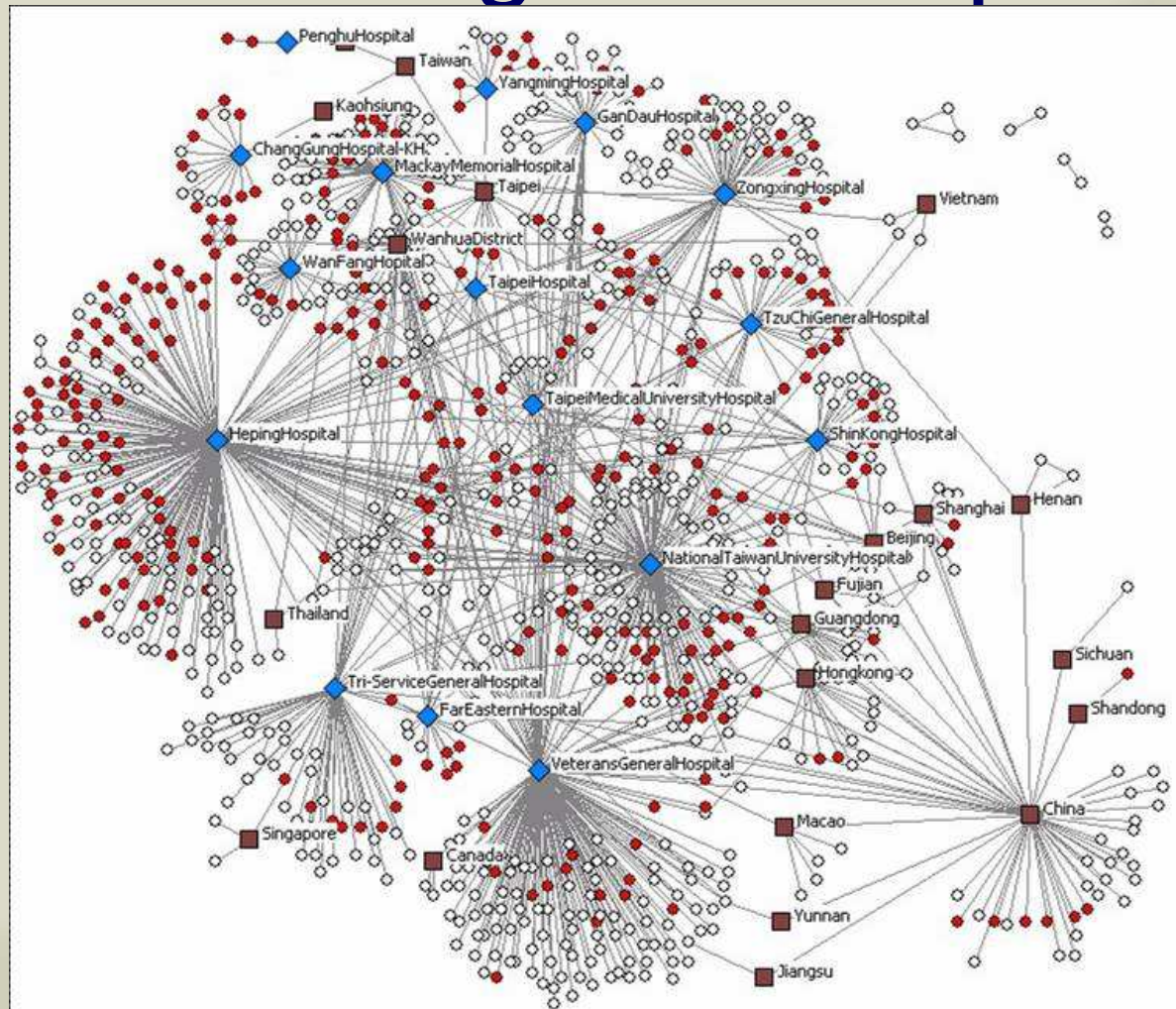


Power of Three

- So, how much detail do you need to represent?
- Peer
- Peer +1
- Executive



The Plague Principle



<http://biocomputingcorp.com/>



Peer

- Nitty Gritty
 - “We both care about ...”



Peer +1

- Kinda Detailed
 - “I used to care about ...”



Executive

- Summary
 - “I just need the high points ...”



How to Build a Thingamajig



So Now What?

- “What”s
- “How”s
- “Why”s

- How many of each:
 - Steps
 - Parts
 - “Requirements”



Here's the deal

- Results:
 - Steps: 12
 - Parts: 27
 - Requirements: 4
- Ok, So let's see it done!
- Take it away ... Queue Hands on!



What did we learn ?

- Visual References
- Doesn't have to be perfect
- Technical, Non-Technical can all be on the same page
- Can really help out with documentation

- Stakeholders LOVE PICTURES, HATE WORDS



Questions?

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