

## ***DQ-01 Data Quality Fundamentals***

### **DQ-01-00 About the Course (5 min)**

### **DQ-01-01 Quality Basics (30 min)**

- *Quality Defined*
  - What is Quality
  - What isn't Quality
  - Quality vs. Qualities
- *Quality and Defects*
  - Defect Defined
  - Sources of Defects
  - Responding to Defects
  - Process Improvement
- *Quality Economics*
  - Cost of Quality
  - Cost of Defects
  - Cost of Quality Management

### **DQ-01-02 Quality Management (93 min)**

- *Quality Management Practices*
  - Quality Control
  - Quality Assurance
  - Quality Improvement
- *Quality Management Gurus*
- *Quality Management Methodologies*
  - Statistical Process Control
  - Total Quality Management
  - Six Sigma
- *Related Disciplines*
  - Theory of Constraints
  - Lean Manufacturing
  - Root Cause Analysis
  - Business Process Reengineering
  - Kaizen
- *Measurement and Standards*
  - Quality Management Systems
  - ISO 9000
  - ISO 8000
  - Common Quality Measures, Indicators, and Metrics

### **DQ-01-03 Data Quality Basics (45 min)**

- *Data Quality Defined*
  - Defect Free
  - Conforming to Specifications
  - Suited to Purpose
  - Meet Customer Expectations
- *Data and Purpose*
  - Business Transactions
  - Business Reporting
  - Audit Trail
  - Business Analysis
  - Business Measurement
  - Prediction and Forecasting
  - Decision Making
  - Discovery and Learning
- *Dimensions of Data Quality*
  - Content and Quality
  - Structure and Quality
  - Time and Quality
  - Business and Quality
  - Usage and Quality
  - Presentation and Quality

### **DQ-01-04 Data Quality Management (74 min)**

- *Data Quality Processes*
  - Data Profiling
  - Data Quality Assessment
  - Data Cleansing
- *Data Quality Techniques*
  - Procedural Data Quality
  - Rule-Based Data Quality
- *Data Quality Tools and Technologies*
- *Data Quality Projects*
  - Assessment Projects
  - Data Cleansing Projects
  - Process Improvement Projects
- *Building-In Data Quality*
  - Data Quality and System Architecture
  - Data Quality in Application Development
  - Data Quality in Data Conversion and Migration
  - Data Quality in Data Warehousing

- Data Quality in Business Analytics
- *Data Quality Organizations*
  - Data Governance
  - Data Stewardship
  - Data Quality Programs
  - Data Quality Profession