eLearningCurve

Full Course Catalog

Online Education ▪ Certification ▪ Enterprise Solutions

- Business Analytics
- Business Intelligence
- Data Governance
- Data Integration
- Data Modeling
- Data Quality
- Data Science
- Data Stewardship
- Master Data Management
- Data Modeling and Metadata

Oct 2020

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ABOUT eLEARNINGCURVE

eLearningCurve offers comprehensive online education programs in various disciplines of information management. With eLearningCurve, you can take the courses you need when you need them from any place at any time. Study at your own pace, listen to the material many times, and test your knowledge through online exams to ensure maximum information comprehension and retention.

eLearningCurve also offers two robust certification programs: CIMP & CDS. Certified Information Management Professional (CIMP) builds upon education to certify knowledge and understanding of information management. Certified Data Steward (CDS) is a role-based certification designed for the fast growing data stewardship profession.

Finally, eLearningCurve's Enterprise Program is a flexible, scalable, cost-effective solution for teams and enterprises.

WHAT PEOPLE ARE SAYING ABOUT ELC

"I learned much more than I expected and found myself looking forward to sneaking in another 60 minutes on a course before work or after dinner. I really doubt there is any other way to gain as much practical industry knowledge as economically at your own pace in this domain."

Steve Lutter
CIMP Ex – Data Quality, DM & Metadata, IM Foundations, BI, Data Governance, & MDM

"I was very pleased with the courses and the certification process with eLearningCurve. The individual courses were very well prepared and clearly presented. I believe that this knowledge is critical for both novice and experienced data management professionals."

Clarence W. Hempfield, Jr.,
CIMP – Data Quality

CURRICULA AT-A-GLANCE

eLearningCurve offers a comprehensive online education and certification program in various disciplines of information management, from fundamentals to advanced topics. You can purchase the courses individually or enroll in an Education Program at a great discount. You can also cap-off your education with Certified Information Management Professional (CIMP) or Certified Data Steward (CDS) designations. Explore our curriculum using the chart below, or visit our website for complete track descriptions and course sneak peeks.

- Information Management Foundations
- Data Quality
- Data Governance
- Data Stewardship
- Data Science
- Data Integration
- Master Data Management
- Data Modeling and Metadata
- Business Intelligence & Analytics

- Information Management Foundations
- Data Quality
- Data Governance
- Data Stewardship
- Data Science
- Data Integration
- Master Data Management
- Data Modeling and Metadata
- Business Intelligence & Analytics

CERTIFIED INFORMATION MANAGEMENT PROFESSIONAL

CIMP: DEMONSTRATE MASTERY, ACHIEVE SUCCESS

Certification is an important tool for job seekers and for employers seeking to hire the most qualified people. eLearningCurve offers a robust certification program, Certified Information Management Professional (CIMP) that builds upon education to certify knowledge and understanding of information management.

The CIMP designation makes a clear statement that you have learned from the industry leaders and have demonstrated thorough understanding of information management foundations or a specific information management discipline by passing several challenging exams.

For the true experts and standard bearers in the industry we offer the second level of CIMP certification - CIMP Ex. To earn the CIMP Ex designation you must demonstrate a combination of great Expertise, Experience, and Excellence.

WHAT SETS CIMP APART?

CIMP represents the best option for certification in the information management field today. Consider what sets CIMP apart from other certification programs:

Rigorous Exam System: We go beyond the basics. Rather than testing for knowledge that any industry professional should know, CIMP exams test an in-depth knowledge, comprehensive understanding, and ability to apply various concepts to a problem. You can be proud of your achievement of the CIMP designation, and hiring managers can be sure they are getting a highly knowledgeable employee.

Education to Support Certification: We believe that the best way to ensure success is to combine meaningful industry experience with thorough academic study. To that end, CIMP exams are aligned with our courses, developed and taught by top industry educators and professionals.

Designed with Busy, Working Professionals in Mind: No time-consuming or costly travel is required to complete coursework or to take your CIMP examinations. All courses and exams are available online. All that's required of candidates is an internet connection and the desire to demonstrate mastery of information management topics and achieve success.

CIMP Tracks

IM Foundations ▪ Data Quality ▪ Data Governance ▪ Master Data Management ▪ Data Modeling & Metadata ▪ Data Integration ▪ Business Intelligence & Analytics

FREQUENTLY ASKED QUESTIONS

How do I become CIMP certified?

To earn CIMP designation you must successfully complete five courses in accordance with the requirements of one of CIMP tracks.

How do I successfully complete a course?

To successfully complete a course you must achieve a 70% or better score on the corresponding online CIMP exam.

Can I take an exam multiple times?

You can take each exam up to six times. However, each exam license that you purchase entitles you to three attempts. If you fail on all 3 attempts, you can purchase an additional exam license, and thus make up to three more attempts. We believe that attempting an exam more than 6 times is not productive.

How do I achieve the CIMP Ex level of CIMP certification?

To earn CIMP Ex designation you must successfully complete eight courses in accordance with the requirements of one of CIMP tracks, have at least five years of work experience in information management (see website for exceptions), and achieve the average adjusted score on the eight CIMP exams of 75% or better.

How do I enroll in the program?

The most convenient and cost-efficient method to enroll in the CIMP program is with one of our Education Packages (see page 10 for details). Each package includes all courses and exams necessary to earn CIMP or CIMP Ex in one of the tracks. Alternatively, you can enroll in courses one at a time.

Can I earn CIMP in multiple tracks?

You can earn CIMP designation in multiple tracks. Courses that are included in the curricula for multiple tracks earn credit toward certification in all those tracks.

Does CIMP qualify as development PDU's for PMP certification?

We have heard from CIMP's who have successfully obtained credit towards their PMP certificate by submitting information about their CIMP program coursework. While we cannot guarantee approval by PMI we do encourage you to submit CIMP coursework for their consideration.

"To pass the CIMP examination one needs deep understanding of the subject and an ability to apply the knowledge in different everyday situations. I have some colleagues who have recently started their "way in data quality field" and I have recommended they take the certification. As a team leader I expect this to improve considerably the team performance."

–Ilze Smeltere
CIMP Data Quality

"The classes are very well organized and a must for learning the proper terminology and getting a solid foundation upon which to build with experience. The instructors are experienced, knowledgeable, well known in the field, and extremely engaging."

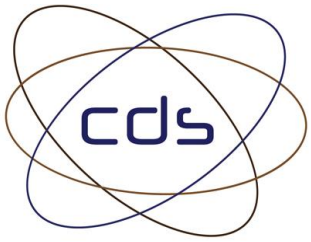
–Oana Garcia
CIMP Data Quality

"I recently acquired a certification in Master Data Management from eLearningCurve. The coursework was well organized and well prepared. It now resides among my reference library. The instructor's deep knowledge of the course material was evidenced in the value-added by the narrative. Care was given to providing the placement of each topic in relation to topics within the subject area..."

–Dave Egge
CIMP Master Data Management

"I was very impressed with the high quality of the CIMP Data Quality program... Passing the exams required in-depth understanding of the subject matter and was by no means a walk in the park but definitely worth the effort."

–Helle Lindsted
CIMP Data Quality



CERTIFIED DATA STEWARD PROGRAM

Data stewardship is a critical role in modern data management. In the digital age, we have experienced rapid growth in volume and types of data, users and uses of data, and regulations for data privacy and protection. Advanced applications for data such as automation and artificial intelligence bring new opportunities, but they also create new risks. Data stewards are the "feet on the ground" who align day-to-day data practices with the principles and policies for maximum data value with minimum risk. They are the front line in building data literacy. Every company that is serious about governance, quality, security, self-service, and digital transformation must get serious about data stewardship.

The mission of the Certified Data Steward (CDS) Program is to formalize the role of data stewardship and to drive recognition of Data Steward as a professional designation.
To fulfill this purpose, CDS is committed to these goals:

- Define, manage, and publish a comprehensive Data Stewardship Body of Knowledge (DSBOK)
- Identify the skills essential for data stewards and the resources through which those skills can be developed
- Offer comprehensive education in all areas of DSBOK
- Evaluate individual's capabilities through a comprehensive examination and experience review
- Recognize individuals who have met the requirements with the professional designation Certified Data Steward

The CDS designation makes a clear statement that you have learned from the industry leaders and demonstrated both depth of understanding and the skills to apply concepts, techniques, and practices of data stewardship, data quality, data governance, metadata management, and master data management.

For the true standard bearers in the data stewardship profession we offer the second level of CDS certification - CDS Ex. To earn CDS Ex designation you must demonstrate a combination of great Expertise, Experience, and Excellence.

CERTIFICATION PROGRAMS

Education Program packages allow you to purchase bundles of online courses at a significant discount. Whether you are looking for a comprehensive information management education covering all disciplines, or want to focus on a specific topic or job role, there is a program for you.

Each program was designed with an objective in mind, and the most appropriate set of courses was selected. However, we recognize that everyone's needs are unique. If you cannot find a program for you, simply e-mail support@elearningcurve.com and tell us what you are looking for and we will tailor the program for your needs.

CIMP PACKAGES

- CIMP Data Quality Package
- CIMP Data Governance Package
- CIMP Master Data Management Package
- CIMP Data Modeling & Metadata Package
- CIMP Information Management Foundations Package
- CIMP Data Integration Package
- CIMP Business Intelligence & Analytics Package
- CIMP Data Science Package

CIMP Ex PACKAGES

- CIMP Ex Data Quality Package
- CIMP Ex Data Governance Package
- CIMP Ex Master Data Management Package
- CIMP Ex Data Modeling & Metadata Package
- CIMP Ex Information Management Foundations Package
- CIMP Ex Data Integration Package
- CIMP Ex Business Intelligence & Analytics Package
- CIMP Ex Data Science Package

CDS PACKAGES

- CDS Package
- CDS Ex Package

CROSS-DISCIPLINE PACKAGES

- CIMP Ex Data Quality & Governance Package
- CIMP Ex Data Quality & MDM Package
- CIMP Ex Data Integration & MDM Package
- CDS and CIMP Data Quality Package
- CDS and CIMP Data Governance Package
- CDS and CIMP Data Quality and Governance
- CDS Ex and CIMP Data Governance Package
- CDS Ex and CIMP Data Quality Package
- All-Courses Access License

ENTERPRISE SOLUTIONS

Today more than ever companies are watching expenses and looking for ways to streamline processes, make training convenient, and create a consistent, scalable learning environment.

eLearningCurve Enterprise is a flexible, convenient, and cost-effective way to train your employees and ensure that all team members have access to information management training they need when they need it. Whether your team or department work in the same office, or are on the other side of the world from each other, you can train them on time and on budget with eLearningCurve Enterprise.

Why eLearningCurve Enterprise?

- Comprehensive educational solution from a single provider
- Employees can take the courses they need when they need them
- Ensure all team members are trained to the same high standard
- Train employees no matter what their geographic location
- Employ a fully scalable education solution
- Minimize disruption to the business
- Maximize your employee training ROI
- Achieve 100% information comprehension
- Get "live" time with our instructors
- Stretch your training budget
- Get solutions for your specific needs

When you become an Enterprise customer:

We'll work with you to develop educational programs for different roles, positions, teams, departments, and manage and track enrollment of all students in online classes and CIMP exams. We'll rack and report educational progress for each student and work with you to meet any specific educational needs including:

- Organize question and answer meetings (via Webinar) with course instructors for groups of students who complete online courses
- Organize onsite sessions when appropriate, often for senior management.
- Prioritize new course development, or customize existing courses, per customer needs
- Create custom instances of our Learning Management System to reflect customer branding
- Mount our online courses on the customer's Learning Management System

ELEARNINGCURVE ENTERPRISE BENEFITS

PARTNERSHIP: *Comprehensive educational solution from a single provider.* We'll be your educational "partner-for-life" providing employees with continuous information management education they need over the course of their careers.

FLEXIBILITY: *Employees can take the courses they need when they need them.* Our flexible program allows employees to take the courses they need when they need them to best suit their role, projects, backgrounds or interests.

CONSISTENCY: *Ensure all team members are trained to the same high standard.* Train your existing team, and set up courses for new hires and transfers. Consider CIMP exams to verify that your employees utilize the same methodology, techniques, and terminology.

SCALABLITY: Select an Education Partner who truly understands scalability. Roll out to a few employees, or your entire organization. Our solution can quickly and effortlessly accommodate groups of all sizes, even if they are geographically dispersed.

BREADTH: Acquire comprehensive education and certification. We offer a full information management education. We have you covered with a comprehensive set of courses, exams, and certifications designed to impart knowledge, test understanding, and validate learning.

LOCATION: *Train employees no matter what their geographic location.* Overcome geographical barriers to training. You can train your entire team whether they are in the same office, or on the opposite sides of the world. Everyone can access our online courses from any place at any time.

LOGISTICS: *Minimize disruption to the business.* Our online format allows employees to study from their office or home, allocate full training days, or study an hour a day during lunch breaks.

ROI: *Maximize your employee training ROI.* No need to worry about paying for flights, hotels and other travel expenses. 100% of what you spend goes towards learning, thus achieving top quality education at a fraction of the cost of in-person training.

RESULTS: *Achieve 100% information comprehension.* Learn from top industry experts in information management topics. Study at your own pace, listen to the material many times, and test your knowledge through CIMP certification exams.

SAVINGS: *Stretch your training budget.* We offer various pricing options including volume discounts, pay-as-you-go model with increasing discounts, and other alternatives.

"LIVE" INTERACTION: *Spend time with our instructors.* Organize question and answer meetings (via Webinar) with course instructors for groups of students who complete online courses.

INFORMATION MANAGEMENT 101 *Mini-classes.* As a benefit to our enterprise customers we offer a certain number of complimentary licenses for our 101 mini-classes..

CUSTOME COURSEWARE: *Get solutions for your specific needs.* Tell us which courses your organization needs the most. We'll work with top instructors in the industry to meet your needs in the most expedient manner.

COURSE TABLE OF CONTENTS

Best Practices in Data Resource Management

Instructor: Mike Brackett
Duration: 3 hours

Data is one of the four critical resources in an organization, equivalent with the financial resource, real property, and the human resource. Yet most organizations fail to manage the data with the same priority, discipline, and attention that is applied to the other critical resource. The time for disciplined management of the data resource is long overdue.

Most public and private sector organizations face many challenges with burgeoning quantities of disparate data. These disparate data are not well understood, have high redundancy, are not consistent, have low quality, and fail to adequately support the organization's business information demand. The only way to resolve this situation is to thoroughly understand how and why disparate data are created, and how those problems can be resolved.

This online training course begins with common definitions of data disparity and its impact on the organization, and proceeds to describe 10 sets of bad habits and good practices related to the architecture and governance components of data resource management.

You will learn:

- How to define and identify disparate data
- How to identify the impact of disparate data on the business
- How to define, identify, and manage data resource quality
- The common problems with the architecture and governance of the data resource
- The best practices to solve these architecture and governance problems

This course is geared toward:

- Anyone who has responsibility for the architecture or governance of the data resource
- Data resource quality practitioners at all levels
- Business executives and managers who struggle with the business impacts of poor quality data
- IT managers who are challenged to deliver reliable and trusted data to support the business information demand
- Data and information system architects who need to

Conceptual Data Modeling

Instructor: David Haertzen
Duration: 3 hours, 30 minutes

Conceptual Data Modeling using the UML standard is a key method for getting a handle on the data requirements of an organization. Effective conceptual data modeling results in maximum benefits from information assets by increasing shared use and avoiding redundancy. Data that is relevant, timely, consistent, and accessible has increased value to the organization.

This online training course teaches conceptual data modeling from A to Z and includes an effective mix of presentation and exercises.

You will learn:

- Terminology, goals, and components of conceptual data modeling
- How to benefit from conceptual data modeling
- How to create conceptual data models, including Domain Models and Class Models

This course is geared towards:

- Business analysts and architects
- Database administrators and analysts
- Data administrators and data modelers
- Information technology managers, project managers
- Application development project team members

Crafting the Business Case for Data Quality

Instructor: Tom Redman
Duration: 3 hours, 30 minutes

Bad data harms almost all organizations, adding cost to operations, angering customers, increasing risk, and making it more difficult to craft and execute strategy. Good business cases help build support for the hard work needed to improve.

Two important components of a business case are Business Benefits and a Cost-of-Poor-Data-Quality (COPDQ) analysis. To be clear, assigning dollar values to some benefits and costs is extremely difficult. As Dr. Deming observed, “the true costs of poor quality are unknown and unknowable.” Dr. Deming was referring specifically to manufacturing but, so far anyway, his insights have proven true for quantifying the cost of poor data as well.

Critically a good business case engages both "the head and the heart," narrowing the focus to the benefits and costs that have the greatest logical and emotional appeal to the organization. For example, a company pursuing a strategy of customer intimacy may be far more concerned about costs associated with customer anger than increased operational costs. Finally, the business case must be sold in powerful ways.

This online training course offers a comprehensive analysis of benefits of high-quality data and costs of poor data quality, capped with the detailed process for developing and delivering a powerful and effective business case.

You will learn:

- How to think through both the benefits of high-quality data and the costs of poor quality
- How to distinguish costs that are estimable from those that cannot
- How to perform cost-of-poor-data-quality (COPDQ) analysis
- How to create a business case for data quality that engages both "the head" and "the heart"
- How to deliver and sell business case for data quality

This course is geared towards:

- Those tasked with getting a data quality program started, or advancing an existing program
- Those who must build support for their data quality efforts
- Those seeking to advance data quality in the face of indifference, tight budgets, opposition, etc.
- Data stewards and data quality professionals who want to better understand costs and benefits of data quality

Data Governance for Business Leaders

Instructor: John Ladley
Duration: 3 hours

Corporate data and information require governance. Without governance the promised benefits of information assets cannot occur.

Most of the burden for data governance success falls on business users of information. Business personnel must learn to be stewards, owners, and change agents while still accomplishing their day-to-day responsibilities. Many information management and governance initiatives originate in business areas, but the realities of sustaining governance need to be fully understood before real change occurs.

This course covers basic governance concepts that business participants need to understand and describes the steps that they can take to make governance a successful business initiative.

You will learn to:

- Build a relevant business case for data governance
- Talk with business leadership
- Design governance teams and projects
- Sustain governance through measurements

This course is geared towards:

- Anyone burdened with poor data quality
- Business people in charge of data quality initiatives
- Data owners and data stewards
- Data governance managers
- Data quality or governance professionals who need to gain business support

Data Governance Fundamentals

Instructors: Theresa Kushner, Maria Villar, Dave Wells
Duration: 5 hours

Data governance is an emerging, cross-functional management program that treats data as an enterprise asset. It includes the collection of policies, standards, processes, people, and technology essential to managing critical data to a set of goals

Data governance also includes the oversight necessary to ensure compliance and to manage risk. A data governance program can be tailored to match an organization's culture, information maturity, priorities, and sponsorship.

This online training course provides an overview of the disciplines of governing data, covers the essential components of an enterprise-wide program, and outlines a roadmap to execute a successful data governance program. In addition to the extensive overview, the course makes data governance real and tangible by illustrating the concepts, principles, and practices using a case study of data governance in a customer intelligence initiative.

You will learn:

- What data should be governed
- Why data governance is important
- Basic concepts, principles, and practices of a data governance program
- Where and how to start a data governance program
- People and tools that enable a data governance program
- Techniques to measure success of a data governance program
- Governance of big data and cloud applications

This course is geared towards:

- Individuals who implement a data governance program
- Individuals who participate in a data governance program
- Business data stewards
- Information professionals who want to learn about this emerging area

Data Profiling

Instructor: Arkady Maydanchik
Duration: 5 hours

Data profiling is the process of analyzing actual data and understanding its true structure and meaning. It is one of the most common and important activities in information management. Data profiling is the first critical step in many major IT initiatives, including implementing a data warehouse, building an MDM hub, populating metadata repository, as well as operational data migration and integration. It is also the key ingredient to successful data quality management.

While proliferation of commercial tools made data profiling accessible for most information management professionals, successful profiling projects remain elusive. This is largely because the tools allow gathering large volumes of information about data, but offer limited means and guidelines for analysis of that information.

In this online training course you will learn all practical skills necessary to succeed in a data profiling initiative.

You will learn:

- The what, why, when, and how of data profiling
- Various data profiling techniques, from simple column profiling to advanced profiling methods for time-dependent and state-dependent data
- How to efficiently gather data profiles
- How to analyze the data profiling information and ask the right questions about your data
- How to organize data profiling results
- How to perform dynamic data profiling and identify changes in data structure and meaning

This course is geared towards:

- Data quality practitioners
- MDM practitioners
- Metadata management practitioners
- IT and business analysts involved in data management
- Those responsible for implementation and maintenance of various data management systems

Data Quality Assessment

Instructor: Arkady Maydanchik
Duration: 5 hours

More and more companies initiate data quality programs and form data stewardship groups every year. The starting point for any such program must be data quality assessment. Yet in absence of a comprehensive methodology, measuring data quality remains an elusive concept. It proves to be easier to produce hundreds or thousands of data error reports than to make any sense of them.

This online training course gives comprehensive treatment to the process and practical challenges of data quality assessment.

It starts with systematic treatment of various data quality rules and proceeds to the results analysis and building aggregated data quality scorecard. Special attention is paid to the architecture and functionality of the data quality metadata warehouse.

You will learn:

- The what, why, when, and how of data quality assessment
- How to identify and use data quality rules for assessment
- How to ensure completeness of data quality assessment
- How to construct and use a data quality scorecard
- How to collect, manage, maintain, warehouse and use data quality metadata

This course is geared towards:

- Data quality practitioners
- Data stewards
- IT and business analysts and everyone else involved in data quality management

Data Quality Fundamentals

Instructor: Dave Wells
Duration: 4 hours, 30 minutes

Data quality is a large and complex field with many dimensions. Every data quality practitioner needs a foundation of concepts, principles, and terminology that are common in quality management. Building upon that foundation, they need to understand how quality management concepts and principles are applied to data, as well as the language and terminology that specifically apply to data quality.

This online training course provides an overview of the field of data quality with the goal of building strong foundational knowledge.

You will learn:

- Basic concepts, principles, and practices of quality management
- General quality management terminology
- Data-specific quality management terminology
- How quality management principles are applied to data

This course is geared towards individuals who:

- Are getting started in the data quality field
- Are preparing for in-depth study of data quality and needs to start with the basics
- Work with data quality professionals and needs to understand what they do
- Need to "speak the data quality language"

Data Warehousing Fundamentals

Instructor: Mark Peco
Duration: 4 hours, 30 minutes

For over twenty years, data warehouses have served organizations in the areas of data integration, provisioning, management, and information delivery. Use cases ranging from basic reporting to advanced analytics have been successfully implemented across a variety of industries by companies of many different sizes.

Due to rapid growth of non-traditional data sources, availability of new technologies and growing expectations of managers to compete on analytics, the traditional data warehouse is re-defined and presented within a broader modern context. A corporate data ecosystem is evolving and presents new opportunities for creating business capabilities that were not previously possible. Amidst these changes, the data warehouse continues to play foundational and integral roles within the expanding data landscape.

This course re-defines the scope of the “modern” data warehouse. The need for planning and the role of architecture are described and clarified, followed by a discussion about the challenges related to gathering useful information requirements. This is followed by a discussion of design approaches, development, testing and quality management techniques.

The course material presents a full life cycle of the data warehouse including business context, scope, requirements, design, implementation and operations.

You will learn:

- About the components that define a data warehouse platform
- What trends are impacting the modern data warehouse
- To position the data warehouse platform in the big data era
- About architectural options and considerations
- About development options and approaches
- About the requirements gathering process
- About the necessary design activities
- How operations and service processes enable business capabilities

This course is geared towards:

- Data warehousing program and project managers
- Data warehouse architects
- Data scientists and analytics professionals
- Big Data practitioners
- Data warehouse designers and developers

DW and BI Data Modeling

Instructor: Rick Sherman
Duration: 4 hours, 15 minutes

A well designed data model is the cornerstone to building business intelligence and data warehouse applications that provide significant business value.

Effective data modeling results in transforming data into an enterprise information asset that is consistent, comprehensive and current. Data is transformed from operational or source systems into a data warehouse and often data marts or OLAP cubes for analysis. This course provides the fundamental techniques to designing the data warehouse, data marts or cubes that enable business intelligence reporting and analytics.

This online training course discusses the two logical data modeling approaches of entity-relationship (ER) and dimensional modeling. ER modeling is used to establish the baseline data model while dimensional modeling is the cornerstone to business intelligence (BI) and data warehousing (DW) applications. These modeling techniques have expanded and matured as best practices have emerged from years of experience in data modeling in enterprises of all sizes and industries. These techniques improve the business value of the data, enhance project productivity and reduce the time to develop applications
This course includes a mix of concepts, applications and practical examples.

You will learn:

- The basics of entity-relationship (ER) and dimensional modeling
- The benefits and applicability of dimensional data modeling
- How to create dimensional data models for BI and DW applications
- How to learn more about data modeling

This course is geared towards:

- Beginning data modelers
- Business analysts and architects
- Database administrators and analysts
- Information technology managers, project managers
- Application development project team members
- People involved in design and maintenance of data warehousing and business intelligence applications
- People involved in data quality or data governance processes the capabilities, opportunities and challenges of data warehousing

Ensuring Data Quality in Data Integration

Instructor: Arkady Maydanchik
Duration: 5 hours

The corporate data universe consists of numerous databases connected by countless real-time and batch data interfaces. The data continuously move about and change. The databases are endlessly redesigned and upgraded, as are the programs responsible for the data integration. The typical result of these dynamics is that information systems get better, while data quality deteriorates. Without a comprehensive data quality monitoring program bad data spread like viruses.

This online training course discusses various practices that can be put in place to mitigate the problem and maintain high data quality through data integration.

You will learn:

- The data quality challenges that are inherent in data integration
- The critical role of data quality monitoring in data integration
- Specific techniques to monitor and manage quality for batch data integration
- Use of statistical process control (SPC) methods in monitoring data quality
- The impacts of change on data quality and techniques to address those impacts
- How an enterprise integration hub can be applied to managing data quality

This course is geared towards:

- Data integration practitioners
- Data quality practitioners
- Data warehousing practitioners
- MDM practitioners
- Others in the trenches involved in design, development, and maintenance of data integration systems

Fundamentals of Business Intelligence

Instructor: Mark Peco
Duration: 5 hours, 40 minutes

The term “business intelligence” is not well understood in the industry and is used inconsistently by many IT and business professionals. Although the term was defined in the mid 90’s, the meaning of business intelligence continues to evolve as practitioners learn more about its capabilities & challenges.
This online training course introduces a “holistic” view of BI and presents it as a complex system composed of many sub-systems that must be aligned and work together to produce the desired business results.

The real success of BI within an organization can only be achieved if a holistic understanding is developed that shapes how the various components are designed and implemented.

You will learn:

- Business Intelligence concepts and terminology
- The purpose and capabilities of successful business intelligence and how value is actually generated within organizations
- How people, information, technology and business objectives are all critical components of BI success
- The common challenges and risks encountered in BI implementations
- How to utilize systems thinking concepts to describe business intelligence holistically and how it depends on the integration of many different types of components that must work together

This course is geared towards:

- Business/IT managers & executives
- Business analysts
- Business measurement and performance analysts
- IT analysts and developers
- Data management analysts
- Technology and business architects
- BI Program managers and team members

Metadata Management Fundamentals

Instructor: Dave Wells and Arkady Maydanchik
Duration: 4 hours

Deriving value from data depends extensively on understanding the data and sharing knowledge among everyone who works with data. Sharing data knowledge is the core purpose of metadata. The common definition of metadata is “data about data.” But that definition doesn’t adequately describe the essential roles of metadata for data management, business intelligence, analytics, and data science. A more meaningful definition states that metadata is “the data and information that is needed by an organization to effectively and efficiently manage its data and information resources.” Just as you need financial data to manage financial resources, you need metadata to manage data resources. In today’s data-driven world, the importance of managing data is certainly on par with that of managing finances.

This online training course is designed to provide the foundational metadata knowledge needed by anyone who has data management roles and responsibilities. It covers metadata basics such as the types and purposes of metadata, and explores core metadata disciplines of data modeling, data profiling, and data cataloging. Metadata roles in data governance, stewardship, security, quality, and analysis are explained.

You will learn:

- The scope and complexities of metadata management
- The roles of data models as metadata and the basics of data modeling
- The role of data profiling in metadata management and the basics of data profiling methods
- The roles of data catalogs in metadata management and the fundamentals of data curation and data cataloging
- Metadata dependencies of business processes, IT projects, data governance, data quality, business intelligence, self-service data, business analytics, and data science

This course is geared towards:

- Anyone with data management roles and responsibilities
- Data stewards and data governance practitioners and participants
- Data curators and data catalog administrators
- Data and database analysts and designers
- Data quality professionals and practitioners
- Aspiring data modelers who need to start with the basics
- Anyone with a role in information management who needs to understand data or help others to understand data

Fundamentals of Predictive Analytics

Instructors: Eric Siegel
Duration: 5 hours

Business metrics do a great job summarizing the past. But if you want to predict how customers will respond in the future, there is one place to turn -- predictive analytics. By learning from your abundant historical data, predictive analytics delivers something beyond standard business reports and sales forecasts: actionable predictions for each customer. These predictions encompass all channels, both online and off, foreseeing which customers will buy, click, respond, convert or cancel. If you predict it, you own it.

The customer predictions generated by predictive analytics deliver more relevant content to each customer, improving response rates, click rates, buying behavior, retention and overall profit. For online applications such as e-marketing and customer care recommendations, predictive analytics acts in real-time, dynamically selecting the ad, web content or cross-sell product each visitor is most likely to click on or respond to, according to that visitor's profile.

You will learn:

- Business, marketing and web problems solved with predictive analytics
- The techniques, tips and pointers you need in order to run a successful predictive analytics initiative
- How to strategically position and tactically deploy predictive analytics and data mining
- How to bridge the prevalent gap between technical understanding and practical use
- How a predictive model works, is created & what it looks like
- How well a predictive model works and how much revenue it generates
- Detailed case studies that demonstrate predictive analytics in action and make the concepts concrete
- Two tool demonstrations showing how predictive analytics really works

This course is geared towards:

- Managers. Project leaders, directors, CXOs, vice presidents, investors and decision makers of any kind involved with analytics, direct marketing or online marketing activities.
- Marketers. Personnel running or supporting direct marketing, response modeling, or online marketing who wish to improve response rates and increase campaign ROI for retention, up-sell and cross-sell.
- Technology experts. Analysts, data scientists, BI directors, developers, DBAs, data warehousing professionals, web analysts, and consultants who wish to extend their expertise to predictive analytics.

Information Management Fundamentals

Instructors: Dave Wells
Duration: 5 hours, 20 minutes

Information Management (IM) is a broad and diverse field that encompasses fourteen distinct disciplines. The abundance of disciplines and the dependencies among them make IM a complex field but one that is rich with opportunities. To understand the full scope of information management you need to know something about topics that range from data modeling to predictive analytics.

For those who are just starting and IM career the scope and complexity can be somewhat daunting. Even seasoned IM professionals don't typically have knowledge of and experience in all of the disciplines.

This online training course provides a high-level view across the entire scope of information management: What are the disciplines and how do they fit together.

You will learn:

- The broad scope of information management including fourteen disciplines
- The dependencies that exist among information management disciplines
- The "what, why, and who" for each of the IM disciplines
- The people, process and technology factors of each IM discipline
- Several roles and opportunities for IM professionals

This course is well-suited to anyone who:

- Is interested to learn the basics of IM
- Works in a specific area of information management and needs to learn about related IM disciplines and practices
- Is preparing for in-depth IM study
- Needs to understand IM to be more effective in business or IT management

Logical Data Modeling

Instructors: David Haertzen
Duration: 4 hours, 20 minutes

Logical data modeling also known as entity/relationship (E-R) Modeling is a key method for getting a handle on the data requirements of an organization. Logical data models provide a database independent solution to data requirements which then can be driven forward to become effective database designs.

This online training course covers the concepts and notation of logical data modeling and shows the steps needed to create and extend logical data models. Many exercises and examples are included to enhance learning.

In addition, the course goes beyond these fundamentals. The situation where a new data model must be created from scratch is one of many situations, so this course shows how to handle other situations such as: building from industry or canonical data models; extending legacy data models; and extending software package data models. In addition, data model patterns will be introduced such as: history and audit modeling, multi-business unit modeling, codes and reference data, and user defined attributes. Understanding these situations and patterns, is critical to success in data modeling.

You will learn to:

- Create, extend and apply logical data models
- Use data modeling to meet business
- Lead a team through the data modeling process
- Avoid data modeling traps, problems, time wasters
- Make databases more robust through data modeling
- Effectively communicate data models & DB designs

This course is geared towards:

- Anyone who will be using or creating data models.
- Business analysts and architects
- Database administrators and analysts
- Data administrators and data modelers
- Information technology managers, project managers
- Application development project team members

MDM Fundamentals: Architecture and Implementation

Instructor: William McKnight
Duration: 4 hours, 30 minutes

Proliferation of heterogeneous systems creates a pressing need for data sharing and data consistency. When many different systems collect data about master entities – customers, products, suppliers, employees, accounts, etc. – you can be certain that you'll find inconsistencies, conflicts, and confusion. At best, conflict and confusion leads to waste and inefficiency in business process. More severe consequences include damaged credibility and reputation when errors and inconsistencies are visible to customers, suppliers, and employees. Today's complex business and information systems must synchronize master data. That is the role and purpose of Master Data Management (MDM) systems.

MDM is not a casual endeavor. It is a complex data management challenge that requires a formal and well-managed program. The unique challenges of an MDM program are often not apparent even to seasoned data management professionals. The complexities of managing identities and resolving conflicts among disparate data sources make MDM an ambitious undertaking that must address business, architectural, people, process, project, and technology dimensions to succeed. This course provides a comprehensive look at the elements of an MDM program and the key success factors for MDM.

You will learn:

- The what and why of Master Data Management
- A variety of architectural approaches to MDM and how to determine which is the best fit for your MDM program
- The human dimension of MDM including roles and responsibilities of sponsors, managers, analysts, architects, designers, and developers
- The state of MDM technologies along with techniques and guidelines for tool selection
- The process dimension of MDM including impacts upon business processes and information management processes
- The project perspective of MDM including organizing and executing the activities of planning, requirements analysis, design, development, testing, data migration, and implementation.

This course is geared towards:

- MDM Program and Project Managers
- MDM Analysts, Designers, and Developers
- Business Data Owners, Data Stewards, and Data Consumers
- Data Architects
- Information Systems Project Managers
- Data Integration Program and Project Managers
- Data Stewards, Data Governance Professionals, and Data Quality Practitioners

Data Integration Techniques for Designing an ODS

Instructor: Angelo Bobak
Duration: 3 hours

In today's modern business environment, corporate entities are constantly merging or splitting, internal divisions are sold to different companies, and new business lines are created in order to meet the challenges of difficult economic times. Business data integration is a complex problem that must be solved when organizations change or enhance their internal structures. New IT departments must be merged with old ones, and transactional, operational, and master data must be integrated in order to be managed efficiently, if the business is expected to grow and be profitable.

The goal of this course is to present a simple yet thorough process that describes the challenges of business data integration and the solutions to these challenges. It will show you how the application of a technique called "schema integration" addresses these challenges. Schema integration is both a theory and process that was pioneered by experts in the field of data management. We will discuss the techniques of two of these pioneers, M. Tamer Ozsu and Patrick Valduriez in the design of an Operational Data Store (ODS) for a small business.

You will learn:

- The underlying architecture of the Operational Data Store (ODS)
- The different types of ODS Architectures
- The theory behind schema integration
- The schema integration process
- Identifying and resolving data conflicts when integrating data
- The importance of master data and data quality in schema integration

This course is geared towards:

- The Logical and Physical Data Modeler
- The Data Architect
- The Database Administrator
- Project Managers
- Data Warehouse Architects
- Anyone wishing to enter the field of database design and ODS implementation

Organizing for Data Quality

Instructor: Tom Redman
Duration: 3 hours, 20 minutes

Much like any other important endeavor, success in data quality depends on having the right people in the right jobs. But who, specifically, are these people and what are they supposed to do? The question is especially crucial because virtually everyone touches data in some way or other and so can compromise their quality.

This online training course works through roles and responsibilities for three case studies, while teasing out the principles needed to create successful data quality organizations.

You will learn:

- The politics of data quality management
- The key principles in building data quality organizations
- Various roles and responsibilities in data quality management
- Various data quality organization models, including:
  - a departmental level model
  - a data provider model
  - a fully-functioning enterprise group led by Chief Data Office

This course is geared towards:

- Data quality professionals and practitioners
- Data governance professionals
- Senior leaders who want to understand "where data fits" and "why data quality matters"
- Business managers who lead departments or teams heavily dependent on data
- IT managers and project managers involved in data quality management

Data Privacy and Protection Fundamentals

Instructor: Evan Levy
Duration: 5 hours

The business world is undergoing a transition in today's data driven economy. As the value of data has grown, the awareness of protection, privacy, and liability has become top-of-mind. For many years, companies were able to acquire, collect and use customer and other personal information without concern for rules, laws, and liabilities. That's no longer the case.

The frequent occurrence of data misuse and theft has created the need for companies to reexamine their approach to data protection and privacy. Most business people think little about their company's responsibilities in retaining customer data to support business decision making. Unfortunately, the development of laws around the world focused on data protection, privacy, and responsibility has created a new set of challenges in the world of data usage and business analytics. The day is quickly approaching where companies will need to be able to manage and track data usage, data location, and customer consent. In this 5 hour course, Evan Levy discusses the details of data privacy and protection and reviews the activities that go into supporting a data privacy and protection initiative.

You will learn:

- Key concepts of data privacy and protection
- The impact of data privacy on an existing analytics environment
- An approach to integrating data privacy and protection into a data lifecycle
- The phases and activities involved with Data Privacy/Protection Initiative
- The stakeholders and participants of a Data Protection Initiative

This course is geared towards:

- Chief data officers
- Compliance and risk officers
- Program/project management
- Business sponsors
- BI/analytics developers
- Data architects
- Data management staff

Data Parsing, Matching and De-duplication

Instructors: K. Hunter, W. McKnight, H.Sørensen
Duration: 4 hours, 20 minutes

Data parsing, standardization, matching, and de-duplication are the cornerstones of successful Master Data Management (MDM). They are also critical parts of successful data quality programs, and are key steps in building data warehouses as well as any data integration and consolidation initiatives. You could say that today few organizations can function effectively without implementing data parsing and matching processes often in many data domains.

This need is further magnified if your company has gone global and plans to create databases that combine name- and address-related data from all corners of the world. Managing global information effectively takes specialist knowledge and the ability to show consideration for the differences that exist throughout the world.

Worldwide there are more than 10,000 languages, 130 address formats, 36 personal and hundreds of business name formats. All of these variables are further complicated by the need to respect national and regional cultures. Failure to consider formats, styles, and cultures has huge impact on quality of data and quality of business relationships.

This online training course is aimed at data quality and master data management (MDM) professionals as well as those responsible to work with global information. The field is broad and the details are many. The purpose of this course is to provide a broad and in-depth review of data parsing, standardization, matching, and de-duplication techniques, as well as extensive overview of specific problems and solutions when dealing with global data.

You will learn to:

- Data parsing, standardization, matching, and de-duplication techniques
- How to find and use external reference data
- How data parsing and matching contribute to improving data quality, MDM, and data warehousing
- Which data domains, entities and data elements may benefit from data parsing and matching
- Challenges of global data and ways to overcome these challenges

This course is geared towards:

- Master data management professionals
- Data quality professionals
- Information architects
- Developers of data warehousing systems
- Business professionals who work with global data

Root Cause Analysis

Instructor: Dave Wells
Duration: 3 hours, 45 minutes

Understanding why things happen is a fundamental management skill. For anyone who is challenged to manage data quality, business processes, or people and organizations, finding root causes is an essential skill. Understanding why is the key to knowing what to do – the core of sound decision making. But cause-and-effect relationships are elusive. Real causes are often difficult to find so we settle for easy answers. This leads to fixing symptoms rather than to solving problems, and to little or no gain where opportunity is abundant.

Root cause analysis is the alternative to easy answers. Looking beyond the apparent and obvious to find real causes brings insight and sows the seeds of foresight. Through this online training course you will discover the art and science of knowing why. Learn to apply linear thinking, lateral thinking, systems thinking, and critical thinking – independently and in combination – to get to the core of even the most vexing problems.

You will learn:

- Recognize and avoid logical fallacies
- Identify and distinguish between correlation, coincidence, and cause
- Perform fast and light causal analysis using the “5 whys” technique
- Explore linear cause-and-effect chains with fishbone diagramming
- Describe complex cause-effect networks with causal loop models
- Challenge and refine linear and loop models with lateral and critical thinking techniques
- Apply root cause analysis to effectively manage quality, processes, and organizations

This course is geared towards:

- Data quality professionals and practitioners
- Quality management and quality improvement professionals
- Business analysts and business analytics professionals
- Managers and problem-solvers seeking insight and confidence in decision making
- Anyone responsible to manage data, information, people, process, or technology

Diagnostic Analytics Using Statistical Process Control

Instructor: Mark Peco
Duration: 3 hours, 50 minutes

The field of Diagnostic Analytics includes the capabilities to detect abnormal conditions and to estimate root causes to those conditions.
This course is focused on the "detection" aspect of diagnostic analytics and introduces Statistical Process Control (SPC) as a suitable approach for defect detection. Root cause analysis of the identified defects is beyond the scope of this course.

SPC includes a set of analytical techniques that measure and detect abnormal changes in the behavior of a managed process. SPC helps managers respond to unexpected changes in critical variables and take corrective action as necessary to maintain the desired levels of product quality and process performance over time.

SPC has been successfully applied to a wide range of business, technology and production processes that all have measurable outputs. It is based on the application of statistical techniques implemented in the form of control charts used to monitor the variation of important process variables or attributes.

This online training course provides an introduction to the concepts, techniques and applications of SPC within the context of information management practices and processes. The theory of SPC is introduced and the design of control charts is discussed as a basis for describing how a diverse range of data and process quality management challenges can be addressed.

You will learn:

- Methods for detecting defects/abnormal conditions
- Define and describe some common process building blocks
- The concepts and theory behind "statistical control"
- How statistical methods can be used to measure and estimate process variation
- Identify and categorize major causes of process variation
- How process variation is directly related to product quality
- The principles of control charts used to detect and generate process alarms
- Present the basic concepts of quality management initiatives and practices and how it relates to the scope of Statistical Process Control
- Describe how to apply solutions to address process, data and related quality management challenges
- Provide the context necessary to implement effective solutions

This course is geared towards:

The Data Model Scorecard

Instructor: Steve Hoberman
Duration: 3 hours

A frequently overlooked aspect of data quality management is that of data model quality. We often build data models quickly, in the midst of a development project, and with the singular goal of database design. Yet the implications of those models are far-reaching and long-lasting. They affect the structure of implemented data, the ability to adapt to change, understanding of and communication about data, definition of data quality rules, and much more. In many ways, high-quality data begins with high-quality data models.

This online training course presents Steve Hoberman's Data Model Scorecard®, which provides the tools needed to measure and manage data model quality.

You will learn:

- The importance of having an objective measure of data model quality
- The categories that make up the scorecard including correctness, completeness, structural soundness, flexibility, standards, and model consistency
- How to apply the scorecard to different types of models
- Techniques to strengthen data models, including model reviews, model substitutes (screens, prototypes, sentences, spreadsheets and reports), and the use of automated tools to enforce modeling best practices and standards
- How to introduce the scorecard into a development

This course is geared towards:

- Data modelers
- Data analysts
- Data architects
- Data stewards
- Database administrators

How to Deploy Data Governance Part 1: Engage Your Organization and Develop a Data Governance Strategy

Instructor: John Ladley
Duration: 3 hours, 45 minutes

Data governance, the exercise of control and authority over data, is an essential business capability. Many organizations want to start or have tried once (or twice) to deploy data. There are many possible paths and styles of data governance, but all of them have some essential activities that are required to be successful. It is key that you create and approach to data governance that works for your organization.

This course provides the insights and methods needed to develop your approach and to start or re-energize your data governance program. It is intended for business management challenged by data issues or data leaders who are tasked with managing a data strategy.

Build upon the concepts learned in this course in How to deploy Data Governance: Part 2 and gain insight into how a data governance program works and operates.

You will learn:

- How to identify the essential building blocks of a data governance strategy
- How to define the various elements required to design and deploy and cooperate a data governance capability
- Build the team and approach with solid engagement of stakeholders

This course is geared towards:

- Chief data officers and other executives responsible to shape data culture
- Compliance and risk officers
- Business managers and leaders challenged with data issues
- Data and technical leaders tasked with managing data strategy
- Everyone with roles, responsibilities, or interest in launching or re-energizing a data governance program

How to Deploy Data Governance Part 2: Design, Deploy and Operate a Data Governance Program

Instructor: John Ladley
Duration: 4 hours

Data governance, the exercise of control and authority over data, is an essential business capability. Many organizations have struggled with how data governance has been designed and operated. There are many possible paths and styles of data governance, but all of them have some essential activities that are required to be successful. It is key that you identify the capabilities and operating models that work for your organization.

This course provides the insights and methods to design how the program will work and operate. It can be used if you are getting just getting started or if you are restarting and refreshing an existing program. It covers the needs, interests, and responsibilities of business management challenged by data issues, data leaders who are tasked with managing a data strategy, and active participants in day-to-day activities of data governance.

This course continues the data governance deployment training introduced in How to Deploy Data Governance – Part 1 by providing the methods and examples to allow you to develop solid capabilities and operate a sustainable program.

You will learn:

- Make the transition from determining strategy to designing how all of the elements of data governance will work together
- Define how you will operate and sustain data governance
- Define and design your required data governance capabilities
- Designate and start to use the key artifacts and roles within the data governance program
- Develop responses to common obstacles

This course is geared towards:

- Business management confronted with challenges where data quality, access to information, content regulations or similar situations seem to be at the root cause of the issues
- Information management leaders who are tasked with implementing an effective Data Governance Program
- Data stewards, data governance, and data quality professionals

Data Quality for Data Stewards

Instructor: Arkady Maydanchik, Olga Maydanchik & Dave Wells
Duration: 5 hours

Since data quality is one of the core responsibilities of data stewards, each steward needs a foundation of concepts, principles, terminology, and methodology of data quality management.

This online training course provides an overview of the field of data quality with the goal of building strong fundamental knowledge for data stewards. It covers topics ranging from data quality definitions and dimensions to key data quality management practices and methodologies as well as core data quality processes and projects.

You will learn:

- Basic concepts, principles, and practices of quality management
- How quality management principles are applied to data
- Dimensions of data quality
- Common causes of data quality problems
- Introduction to data quality assessment
- Introduction to root cause analysis
- Introduction to data quality monitoring

This course is geared towards:

- Data stewards
- Business or IT professionals who want to become data stewards
- Business or IT counterparts working with data stewards
- Information management professionals who want to learn about data quality

Data Stewardship Fundamentals

Instructors: Maria C Villar and David Wells
Duration: 5 hours, 15 minutes

Data Stewards are important leaders in a company's information management program. As companies tackle data governance initiatives brought on by regulatory demands and the business need for higher confidence and transparency of data, the role of Data Steward becomes increasingly important. Data Stewards are accountable for the data strategy, definition, requirements, and quality of the data.

To be effective in their duties, Data Stewards must understand how the data is created, stored, manipulated, moved about, and used. And, while data stewards usually do not personally run data governance, data quality, or metadata management programs, they must possess knowledge in all these, and many other information management disciplines

The objective of this online training course is to build a foundation of knowledge for the Data Stewards. It covers fundamentals of data stewardship: who are the data stewards, what they do, what are their responsibilities, and what are the key principles and practices of data stewardship. It also provides foundational knowledge of information management.

You will learn:

- Why data stewards are important
- Different types of data stewards
- Roles and responsibilities of data stewards
- Best practices of data stewardship
- Types of data, databases, and data stores
- Common uses of data and business data flow
- Types of data management processes
- The "what, why, and who" for each of the 14 IM disciplines
- Relationships, roles, goals, competencies, and knowledge for data stewardship success

This course is geared towards:

- Data stewards
- Data governance professionals and practitioners
- Business or IT professionals who want to become data stewards
- Business or IT counterparts working with data stewards
- Information management professionals who want to learn about data stewardship

Data Governance for Data Stewards

Instructor: Maria C. Villar, John Ladley, Dave Wells
Duration: 4 hours, 45 minutes

Data governance is a cross-functional management program that treats data as an enterprise asset. It includes the collection of policies, standards, processes, people, and technology essential to managing critical data to a set of goals. Understanding data governance fundamentals is essential to the success of data stewards. This online training course provides an overview of data governance with the goal of building strong fundamental knowledge for data stewards. It covers the disciplines of governing data, the essential components and a roadmap to execution of a successful data governance program.

You will learn:

- What data should be governed
- Why data governance is important
- Basic concepts, principles, and practices of a data governance program
- Where and how to start a data governance program
- People and tools that enable a data governance program
- Techniques to measure success of a data governance program
- Data governance of emerging data solutions - Big Data and Cloud Applications

This course is geared towards:

- Data stewards
- Business or IT professionals who want to become data stewards
- Business or IT counterparts working with data stewards
- Information management professionals who want to learn about data governance

Metadata Mgmt. for Data Stewards

Instructor: D Wells, M Brackett & A Maydanchik
Duration: 4 hours

You can't manage information effectively without understanding the data meaning, constraints and relationships. Metadata management and data modeling disciplines provide the essential tools to collect, record, and organize such knowledge. Understanding these disciplines is essential to the success of data stewards. This online training course is designed to provide foundation knowledge about the most commonly used metadata management, data modeling, and data profiling techniques.

You will learn:

- The core elements of describing data: meaning, constraints, and relationships
- Common metadata purposes: classification, description, guidance, and control
- Common metadata processes, practices, and standards
- The basics of entity-relationship and dimensional data modeling
- Fundamentals of data profiling

This course is geared towards:

- Data stewards
- Business or IT professionals who want to become data stewards
- Business or IT counterparts working with data stewards
- Information management professionals who want to learn about data modeling and metadata management

Master Data Management for Data Stewards

Instructor: William McKnight & Kathy Hunter
Duration: 4 hours, 45 minutes

Master Data Management (MDM) is complex and challenging, but it pays great dividends when done well. The complexities of managing identities, managing hierarchies, and resolving conflicts among disparate data sources make MDM an ambitious undertaking. Add to these complexities the multi-faceted nature of MDM - with human, organizational, architectural, and technological implications - and it becomes clear that knowledge is an essential component of MDM success.

Since Data Stewards play a critical role in master data management, each steward needs a foundation of concepts, principles, terminology, and methodology of this important information management discipline. This online training course provides an overview of the field of master data management with the goal of building strong fundamental knowledge.

You will learn:

- What is Master Data and why and how it must be managed
- Styles and architectures used for MDM projects
- Challenges and best practices in MDM, including several real-world case studies
- Fundamentals of data parsing, standardization, matching, and de-duplication
- Challenges of working with global data and ways to overcome these challenges

This course is geared towards:

- Data stewards
- Business or IT professionals who want to become data stewards
- Business or IT counterparts working with data stewards
- Information management professionals who want to learn about MDM

Data Virtualization

Instructor: Dave Wells
Duration: 3 hours

The work of data integration has become increasingly complex in recent years. Business needs for real-time and low latency data, expanded uses of unstructured data, and accelerated interest in big data analytics are but a few of the trends that change the data integration landscape. Extract-transform-load (ETL) processing was sufficient for the once relatively simple task of combining data from multiple transactional databases was to build a data warehouse, operational data store, or master data hub. Today's data integration challenges go well beyond the capabilities of ETL technologies with needs to integrate enterprise data with external data, Web data, clickstream data, end-user data, big data, cloud data, and more. To meet these new requirements, data integrators need more tools in the integration toolbox. Data virtualization doesn't replace ETL; it complements ETL and offers new tools to meet new integration needs.

Data virtualization is a core component of next-generation data integration architectures, techniques, and technology. This online training course will introduce you to the concepts, techniques, and capabilities of data virtualization. It will prepare you to expand your data integration capabilities, deliver business-speed information, and make the most of recent advances in data integration technology.

You will learn:

- Data virtualization definitions, concepts, and terminology
- Business case and technical rationale for data virtualization
- Foundational principles of virtualization – abstraction, views, and services
- How to extend the data warehouse with virtualization
- How virtualization is applied for unstructured data, big data, and cloud data challenges
- How to mix and match virtualization with ETL technology to optimize data integration architectures and processes

This course is geared towards:

- BI, MDM, and data warehousing program and project managers
- Data integration architects, designers, and developers
- Data and technology architects

Data Integration Fundamentals and Best Practices

Instructor: Dave Wells
Duration: 5 hours

Integrated data is at the heart of many business and technical disciplines today. Data warehousing, operational data integration, and master data management focus on integration as a key part of managing data as an asset. Business intelligence, performance management, and business analytics depend on integrated data to meet business requirements for management and decision-making information. Legacy system replacement, ERP implementation, and application integration all have integrated data dependencies. Integration is important, but it is challenging to understand data sources, select and apply integration techniques, and design and deliver integrated databases

This online training course discusses architectures, requirements, methods, roles and activities of data integration that can be applied to achieve successful data integration projects for a variety of applications and circumstances.

You will learn:

- Fundamental concepts, principles, and terminology of data integration
- Common methods of data integration with attention to techniques, timing, and integration process automation
- How to perform the essential steps of data integration including requirements definition, data capture, data transformation, and data delivery
- Data integration techniques and technologies including ETL, ELT, virtualization, and federation
- Techniques for source-to-target mapping and data transformation
- Roles, purpose, and variations of data integration architecture including architectural constructs for data warehousing, master data management, and operational data integration
- Business and technical roles, responsibilities, knowledge, and skills that are central to data integration projects and processes

This course is geared towards:

- Data integration architects, designers, and developers
- Business intelligence practitioners, project managers, and architects
- Data warehousing practitioners, project managers, and architects
- MDM practitioners, project managers, and architects
- ERP implementers and system integrators
- Business subject experts and data subject experts with roles in data integration projects and processes

Prescriptive Analytics Using Simulation Models

Instructor: Mark Peco
Duration: 4 hours

Prescriptive analytics enables managers to explore different scenarios and evaluate new business opportunities by playing the “what-if” game. It enables the evaluation and comparison of different options as part of the decision making process. This leads to a deeper understanding about how to define and achieve business and operating goals.

Implementing prescriptive analytics using simulation methods within a Business Intelligence (BI) program provides additional capabilities to existing BI programs. Answers to advanced business questions starting with "why" and "what if" can now be answered. Maintaining the models in a calibrated and reliable manner over time requires rigorous data management practices based on principles of integration and quality.

This 4-hour online training course provides an introduction to prescriptive analytics using simulation models applied to areas that are relevant to business analysts, operations planners, decision makers, functional managers and BI team members. The basic concepts are introduced and a framework is provided that positions simulation analytics within a broader BI Program. Categories of models are described that provides an overview of the breadth of potential opportunities for prescriptive analytics within diverse organizations.

You will learn:

- Basic capabilities of simulation
- Categories of models and modeling techniques
- Domains of applicability
- How to build and implement simulation models
- Data management requirements for simulation
- How business problems can be defined and solved
- The role of experimental design
- How insights can be generated
- How to explore and discover possible routes to successful outcomes
- How business intelligence, analytics, and simulation are related disciplines

This course is geared towards:

- BI program leaders
- BI architects and project managers
- Business analytics team members
- Business managers and decision makers
- Functional analysts
- Operations managers
- Process improvement specialists

Big Data Fundamentals

Instructor: William McKnight & Jake Dolezal
Duration: 3 hours, 30 minutes

Big data has gone mainstream. It reaches well beyond the initial group of Silicon Valley "new economy" tech companies and the new media companies that helped launch the industry. The big data adoption landscape has expanded to include automakers, big finance, big insurance companies, telecommunications, healthcare companies and big retailers. Big data is past the hype phase and adoption is accelerating, but success is not a given and challenges remain.

This informative technical general session is full of the "need to know" for anyone involved in an enterprise data landscape. Learn from experienced enterprise information strategists with real project experience about the path that big data is on, the obstacles along the path, and how to confidently join the big data revolution. Learn the players in the technology landscape and the ideal workloads for big data in enterprises. Learn where big data adds value to an existing enterprise information strategy and how to get the projects started and dropping the "not in production" label.

This 3.5-hour online course addresses the technical community as well as the user community, providing guidance on how to penetrate and benefit the enterprise. This practical session will help you make the most of big data and make the best choices to ensure information remains an unparalleled corporate asset.

You will learn:

- A workable definition of big data so you know it when you see it
- Drivers for big data
- Big data in the enterprise
- The Hadoop framework for analytical big data
- NoSQL and operational big data
- An overall information architecture with big data

This course is geared towards:

- BI Program and Project Managers
- Business and Data Analysts
- BI Architects and BI Developers
- Data Architects
- Data Integrators
- Analytics Developers and Consumers
- Anyone who needs to understand the business and technical implications of Big Data

Data Mining in R

Instructor: Deanne Larson
Duration: 3 hours, 30 minutes

With increasing interest in big data, the topic and skills of data mining get new attention, including strong interest in the value that can be derived from large data sets. Data mining is the process of selecting, exploring, and modeling large amounts of data to uncover previously unknown information for business benefit.

R is an open source software environment for statistical computing and graphics and is very popular with data scientists. R is being used for data analysis, extracting and transforming data, fitting models, drawing inferences, making predictions, plotting, and reporting results. This online training course will show you how to use R basics, work with data frames, data reshaping, basic statistics, graphing, linear models, non-linear models, clustering, and model diagnostics.

You will learn:

- R basics such as basic math, data types, vectors, and calling functions
- Advanced data structures such as data frames, lists, and matrices
- R base graphics
- R basic statistics, correlation, and covariance
- Linear models such as decision trees and random forests
- To apply clustering using K-means
- Model diagnostics

This course is geared towards:

- Data analysis and business analytics professionals
- Anyone interested to learn data mining techniques to find insights in data, and who has some statistical and programming experience

Location Intelligence and Geographic Information Systems

Instructor: K-Y Su and George Williams
Duration: 4 hours

Location Intelligence has been important for human endeavors for centuries. With modern advances in Information Technology, Location Intelligence can be achieved by commercial businesses with the use of Geographic Information Systems. A Geographic Information System (or GIS) is a relational database technology that enables both analysis and visualization of geographic, demographic, and other types of geospatial data. The technology was first introduced in the 1970s and has evolved to provide scientists, engineers, and business analysts with a means by which to analyze their data through a customizable map and graphical user interface.

While all levels of government, military, engineering & scientific consultants, and academic organizations have been successfully using GIS for a variety of applications, commercial businesses have been slow to adopt the technology in order to provide better Location Intelligence for their Business Intelligence operations.

This online training course provides an overview of GIS software with the goal of demonstrating how to use the technology to build Location Intelligence.

You will learn:

- What a Geographic Information System (GIS) is, its relationship to relational database technology and typical existing organizational data, its historical applications, the importance of geocoding, and how to obtain the software.
- How to use GIS to perform Geospatial Analyses of data within a data repository
- How to use GIS to build Location Intelligence, along with current and past examples of GIS used for Location Intelligence

This course is geared towards:

- IT professionals who are interested in understanding the nature and uses of geospatial data
- Business analysts and data analysts who need to perform location-based analysis
  Data scientists and analytic modelers who need to understand location analytics
- Data management, data warehousing, and BI professionals who need to integrate geospatial data into the BI ecosystem
- Business executives and managers who want to understand the potential and the complexities of location-based analysis

Web Analytics

Instructor: Jake Dolezal
Duration: 3 hours

The Web analytics practice has evolved rapidly as the landscape of Internet usage and devices continues to broaden. Today businesses collect an unprecedented amount of data about customers to seek deeper, more actionable insights. Many companies are integrating their Web analytics data with data from other sources and performing analytics to understand customer behavior and enable highly individualized marketing.

This 3 hour online training course provides an overview of Web analytics, as well as analytics techniques and applications that are suitable to the context of Web data. Theory and practice are illustrated by several real-life cases and demonstrations.

You will learn:

- Gain a deep understanding of Web analytics as well as data about customer interactions with your organization online
- Identify and interpret conventional and emerging Web analytics measurements
- Understand the Web data collection and integration techniques and their potential applications and limitations
- Distinguish useful data from the "noise"
- Learn how to gain actionable insights for online marketing efforts with visitor-centric techniques such as profiles, patterns, goals, and outcomes
- Learn what tools are needed on a Web analytics workbench

This course is geared towards:

- BI professionals or data analysts with experience in other areas of customer data who are in the process of incorporating Web data into their warehouses or models, or developing custom BI for Web analytics
- CRM, marketing, sales and other business leaders who want to improve their understanding of Web analytics data and how actionable insights can be gleaned from it
- Technology and information leaders, managers, and professionals who want to learn more about current trends and broaden their understanding of Web analytics

Data Mining Concepts and Techniques

Instructor: Deanne Larson
Duration: 3 hours

Data mining originated primarily from researchers running into challenges posed by new data sets. Data mining is not a new area, but has re-emerged as data science because of new data sources such as Big Data. This course focuses on defining both data mining and data science and provides a review of the concepts, processes, and techniques used in each area.

This 3-hour online course will give insight into the data mining process, explain models and algorithms, and give an understanding of how to match the right data mining models to the right problems.

You will learn:

- The definitions of data mining and data science
- The role of statistics in data mining
- Machine learning concepts
- To differentiate between supervised and unsupervised learning
- The data mining process
- How to conduct exploratory data analysis
- To identify data mining models and algorithms
- How to match the problem with the model
- Model validation techniques
- How to deploy data mining models

This course is geared towards:

- Analysts looking to gain foundational data mining knowledge
- Analysts looking to understand data mining models
- Analysts looking to apply the right data mining models to the right problem
- Attendees should have a basic understanding of undergraduate statistics, data types, databases, and data management concepts

Introduction to NoSQL

Instructor: William McKnight
Duration: 3 hours, 30 minutes

In this informative class, learn about the emerging class of NoSQL technologies for managing operational big data. This includes key-value, column stores, document stores and graph databases. Learn about the ideal workloads for NoSQL in enterprises and where NoSQL adds value to an enterprise information strategy. Learn how to get the projects started or dropping the “not in production” label.

This “code-lite” session addresses the NoSQL community as well as the key user community, providing guidance on how NoSQL technologies work and how to penetrate the enterprise. This practical session will help you add a significant class of technologies into consideration to ensure information remains an unparalleled corporate asset.

NoSQL poised to expand dramatically in the next few years as the nature of important operational data expands dramatically. Add NoSQL to your enterprise data possibilities.

You will learn:

- Big data basics
- Enablers for NoSQL
- NoSQL data models: key-value, document, graph
- NoSQL usage patterns
- NoSQL database architectures
- Graph database modeling and architecture

This course is geared towards:

- Big data basics
- Enablers for NoSQL
- NoSQL data models: key-value, document, graph
- NoSQL usage patterns
- NoSQL database architectures
- Graph database modeling and architecture

Analytics Fundamentals

Instructors: Mark Peco & Dave Wells
Duration: 5 hours, 45 minutes

Analytics is a mainstream topic in almost every walk of life today. In business, it is discussed in the boardroom, at strategy sessions, in operational settings, in marketing campaigns and in technology groups. In everyday life, it is used to manage social networks, personal fitness, personal health, and much more.

Analytics offers tremendous potential for organizations to improve competitive positioning, generate new insights, guide decision makers, and shape positive outcomes. Success with analytics requires an understanding of many parts that must work together to turn potential into. The ability to harness data, technology, people, and processes cohesively is fundamental to success.

This online course provides a foundation to understand the scope and the key success factors of analytics. Concepts and terminology are introduced, and scope of analytics is discussed to set context and provide a frame of reference for topics that follow. Business analytics is described and made tangible through a variety of industry use cases and functional examples. Data analytics is presented as the set of information building blocks to enable the business analytics applications. Breadth of analytics possibilities is described using a capabilities framework to position a wide range of algorithms and modeling techniques.

You will learn:

- Key definitions, concepts and terminology of analytics
- Business analytics use cases and functional applications
- Descriptions and scope of data analytics
- Common analytics techniques and how they can be applied
- Some analytics examples used to address a variety of applications
- Key processes and methodologies to manage analytics work and activities

This course is geared towards:

- Business Managers and Executives
- Technology Managers and Executives
- Business Analysts
- Statisticians and Analytic Modelers
- Process Managers and Decision Makers
- Business Measurement and Performance Analysts
- IT Analysts and Developers
- Data Management Analysts
- Technology and Business Architects
- BI and Analytics Program Managers and Team Members
- Anyone with interest to understanding analytics capabilities, opportunities and challenges

Analytics-based Enterprise Performance Management

Instructor: Gary Cokins
Duration: 4 hours

Many organizations are far from where they want and need to be with improving performance, and they apply intuition, rather than hard data, when making decisions. Enterprise and corporate performance management (EPM/CPM) is now viewed as the seamless integration of managerial methods.

The EPM/CPM methods include balanced scorecards with KPIs; strategy maps; enterprise risk management (ERM); driver-based planning and budgets and rolling financial forecasts; what-if scenario planning with sensitivity analysis; activity-based costing (ABC) for product, service-line, channel and customer profitability measurement and management; supply chain management; lean and Six Sigma quality management; and resource capacity planning.

This 4-hour online course describes how to complete implementing the full vision of analytics-based enterprise performance management to improve organizational performance.

You will learn:

- How to view enterprise and corporate performance management (EPM/CPM) as the seamless integration of managerial methods rather than as a process
- How business analytics is an advance over business intelligence and where Big Data fits in
- How to identify and differentiate strategic KPIs in a balance scorecard and operational performance indicators (PIs) in dashboards
- How to properly calculate product, service-line, channel, and customer profitability for analysis, insights and actions
- How to perform “predictive accounting” for capacity-sensitive driver-based budgets / rolling financial forecasts, what-if analysis, and outsourcing decisions
- How to overcome implementation barriers such as behavioral resistance to change and fear of being held accountable

This course is geared towards:

- CXOs
- CFOs
- Financial officers and controllers
- CIOs and information technology professionals
- Managerial and cost accountants
- Financial and business analysts
- Budget managers
- Strategic planners
- Marketing and sales managers
- Supply chain analysts
- Risk managers
- Board of Director members

Framing and Planning Data Science Projects

Instructor: Deanne Larson
Duration: 3 hours

Data Science projects often fail due to unclear scope, lack of project planning, and lack of clear alignment to business objectives. This 3-hour online course addresses how to scope, plan, and choose a project approach for analytics project success and clearly identify the problem and opportunities to be analyzed. Framing and planning drives all of the other phases of data science projects. Based on the CRISP-DM analytics lifecycle this course describes the purpose, activities, and deliverables for the first phase of that lifecycle.

You will learn:

- Clearly define a problem statement or question of interest
- Define an analytic project including scope and methodology approach
- Create a project plan to manage the analytics project
- Establish stakeholder management and expectations

This course is geared towards:

- Data scientists, data analysts, and business analysts who need to frame analytics problems and choose the most effective ways to solve those problems
- Aspiring data scientists and data analysts
- Business and technical managers who need to understand the nature of analytics and data science work
- Data engineers and analytics developers who work with data scientists

Hadoop Fundamentals

Instructor: Krish Krishnan
Duration: 5 hours

The world of data has transformed into an economy that can provide several insights to thrive in the world of business. The need of the hour is to ingest and acquire data as fast as possible, and more important than the acquisition, is the ability to fail fast and move at agile speeds to provide better data insights with analytics. How can we do this without a database? The answer is an introduction to the world of Hadoop.

Implementing big data platforms for data exploration, discovery, and analytics within a Business Intelligence (BI) program provides capabilities to leverage existing BI programs and add new insights and methods that relate to, and process data for, the enterprise.

This 5-hour online training course introduces Hadoop and its inner workings and how the ecosystem was created to answer several questions for the world driven by data and e-commerce. We have tailored this course to be focused on areas that are relevant to business analysts, decision makers, functional managers and BI team members. The basic concepts are introduced and the course is optimized to provide an overview of the breadth of potential opportunities for Hadoop within diverse organizations.

You will learn:

- Limitations of databases
- Search and Google ecosystem growth
- Apache Nutch
- Hadoop ecosystem
- Hadoop internals
- Hadoop 1,2 and 3

This course is geared towards:

- Architects, developers
- Business analytics team members
- Executives, decision Support Teams

Data Understanding & Preparation for Data Science

Instructors: Deanne Larson
Duration: 3 hours

One challenge in the data science lifecycle is understanding the problem or opportunity, the next challenge is acquiring, understanding, and preparing data for the modeling phase. This step in the data science process is estimated to take up to 50% of the time allotted for a data science project.

This course addresses how to translate the problem statement into data sources, explore the data for relationships and recognize patterns, identify the starting inputs for the model, preparing data, and validating it for the model fitting process.

You will learn:

- Review the data science project methodology
- Understand data source identification
- Evaluate data findings to determine and validate modeling techniques
- Review feature selection techniques
- Understand data preparation techniques
- Planning for data pipelines
- Understand data visualization techniques for data understanding and data preparation

This course is geared towards:

- Review the data science project methodology
- Understand data source identification
- Evaluate data findings to determine and validate modeling techniques
- Review feature selection techniques
- Understand data preparation techniques
- Planning for data pipelines
- Understand data visualization techniques for data understanding and data preparation

Putting the Science in Data Science

Instructors: Jennifer Leo
Duration: 3 hours

Research methods are critical to the process of addressing business challenges and finding solutions. Research methods and experimental design can be used across multiple disciplines to help you answer questions and inform decision making. In order to do so, it is essential that you ask the right questions, identify and use the tools that will gather rich data sources, analyze the results using statistical and coding strategies, and apply visualization techniques to illustrate and represent the findings.

Drawing on business analytics, this course will use a scientific approach to introduce the concepts, tools and skills that are critical to designing and executing experiments to solve business problems. The process of using research methods to ask questions, design experiments to test a hypothesis, identify data collection methods and techniques, and analyze the results to find business solutions will lead to more informed decision making. Using the scientific method, this process involves gathering data, determining what to do with it, and deciding how to visualize and illustrate what you have learned.

This course provides an overview of the scientific method within the context of solving business problems with the goal of introducing the key concepts, tools, and skills for practice. It also introduces the critical human aspects, including team composition and the soft skills that will help you communicate the findings and publish your results. To apply the concepts learned, examples will be introduced throughout and a case study will be used to summarize the course.

You will learn:

- The key features of the scientific method
- How to design an experiment
- Criteria for selecting data collection methods
- Strategies to analyze experimental results
- How to launch and execute an experiment, including key factors to consider
- Examining your results
- Approaches to visualize finding and communicate results
- To apply the scientific method within a business context

This course is geared towards:

- Data Science team members
- Business Intelligence professionals
- Data Analytics practitioners
- Business Analysts
- Process improvement professionals
- Functional business managers
- Business transformation leaders
- Data management professionals
- Data governance team members
- Operational and strategic planners

Data Quality Scorecard

Instructors: Olga Maydanchik
Duration: 5 hours

Data quality scorecards have become very popular and many organizations are starting to build them. What they have found is that the path to a meaningful and useful DQ Scorecard is riddled with traps and obstacles.

This online training course gives comprehensive treatment to the processes and practical challenges of data quality scorecarding.

It starts with a few real, live use cases that showcase what a scorecard can do for a company when done right. Systematic treatment of various DQ scorecard challenges is given. Then the course proceeds to the ins and outs of the successful DQ scorecard, from the underlying data model to the effective processes that need to be set up in order to produce the scorecard efficiently. Multiple examples to illustrate every important point are provided in the class.

You will learn:

- The methodology behind data quality metrics calculations
- The best way to organize data quality related metadata collected during typical data quality projects
- Effective data visualization techniques to depict data quality measurements
- Typical pitfalls that accompany data quality scorecard implementation and how to avoid them
- How to achieve scorecard adoption and usage by the business users

This course is geared towards:

- Data quality practitioners
- Data stewards and data governance practitioners
- IT analysts, business analysts, and everyone else involved in data quality management
- Developers tasked with DQ Scorecard creation

Curating and Cataloging Data

Instructors: Dave Wells
Duration: 3 hours

As the world of data management grows and changes, the roles and participants in data ecosystems must adapt. With the convergence of several influences – big data, self-service analytics, and self-service data preparation – we need to actively manage the inventory of self-service data. Data curation is both a data inventory management process and a data governance activity. The data curator is responsible to oversee a collection of data assets and make it available to and findable by anyone who needs data. Cataloging maintains the collection of metadata that is necessary to support browsing, searching, evaluating, accessing, and securing datasets.

This 3-hour online training course will explore how curating and cataloging work together to meet the data needs of business and d

You will learn:

- The concepts, responsibilities, and skills of data curation
- The role of the data curator in data governance and the differences between a data curator and a data steward
- The needs of data seekers and the ways that curating and cataloging help to meet
- The purpose, content, and uses of a data catalog
- The state of data cataloging tools and technology
- Guidelines for getting started with data curating and cataloging

This course is geared towards:

- Business and IT leaders struggling with the paradoxes of modern data management
- Analytics and BI designers and developers who are dependent on fresh and relevant data for every analytics use case
- Data management professionals at all levels from architects to engineers
- Data governance professionals – especially data stewards who need to adapt to the changing world of modern data management

Modernizing Data Governance

Instructor: Dave Wells
Duration: 3 hours

The world of data management has changed substantially in recent years, but data governance hasn't kept pace. New governance practices and organizations are needed to be compatible with agile, big data, cloud, and self-service. Moving from control to community, from enforcement to prevention, from controls to services, and from committees to communities are at the core of data governance evolution.

Traditional data governance practices need to adapt to the realities of today's data management practices. We need to start with the ABCs of modern governance — Agile, Big Data, and Cloud. Each of these has been in the mainstream for several years, yet most data governance organizations cling to practices of the past. More recently, self-service analytics and self-service data preparation have challenged the old governance methods. Traditional data governance focuses on enforcement of policies and rules using rigorous controls and gates. While controls and enforcement continue to be needed, they must be complemented with support for the autonomy and agility of the self-service world. Enforcement works together with prevention. Guides and guardrails reduce the need for gates. The need to exercise controls is minimized when curating, coaching, crowdsourcing, and collaboration are integral parts of governance processes. In the modern data world, every data stakeholder plays a part in data governance.

You will learn:

- Where governance fits within modern data ecosystems, from point of ingestion to reporting and analysis
- How various technologies support governance through the ecosystem
- Process challenges for governing self-service; supplementing controls with collaboration and crowdsourcing
- Engagement models for governing self-service
- Organizational challenges for governing self-service; moving from data stewards to stewardship, curation, and coaching
- Operational challenges for governing self-service; implementing a combination of gates, guardrails, and guides

This course is geared towards:

- Data governance professionals of all types
- Data stewards and data curators
- Business and technical leaders implementing and managing self-service data and analytics
- Business and technical leaders who see current data governance practices as barriers to agility
- Chief Data Officers and other executives responsible to shape data culture
- Everyone with a role in modernizing data governance or an interest to know how and why data governance must change

Data Science Fundamentals

Instructors: Mark Peco & Natasha Balac
Duration: 5 hours

Data science has matured into a cross functional discipline. In simple terms, its main purpose is to extract meaningful information from a variety of data sources. This definition is very general and must be explored in more detail to understand the building blocks needed for success. Related workgroups must understand each other and work together to make meaningful impact.

Effective data science is a critical enabler for companies to become "data-driven" and to "compete on analytics". To give shape to data science as a discipline, this course introduces core principles and concepts to provide a solid foundation of understanding. Data science is described in terms of its, purpose, capabilities, techniques, approaches and skills. It's dependencies on other disciplines and how it enables value creation within the broader "data-driven" ecosystem is also provided.

This course introduces data science and sets the stage for understanding how process, data, skills, culture, methodology and technical building blocks collectively drive results.

You will learn to:

- Key concepts needed for successful data science
- How data science relates to other related disciplines
- Practical data science process lifecycle steps
- Common data science tools, techniques and modeling categories
- Recommended data science approaches, methods and processes
- The data science process
- Critical success factors for data science
- Why organizational culture and data literacy are challenges that must be managed

This course is geared towards:

- Business managers and executives
- Technology managers and executives
- Data science and data engineering team members
- Business analysts, statisticians and modelers
- Process managers and decision makers
- Business measurement and performance analysts
- IT analysts and developers
- Data management analysts
- Technology and business architects
- Analytics, business intelligence, data science and data engineering program leaders
- Anyone with an interest in understanding the capabilities, opportunities and challenges offered by data science

Artificial Intelligence Fundamentals

Instructor: Natasha Balac
Duration: 4 hours 45 minutes

Artificial Intelligence (AI) is a field that is continually and actively growing and changing, expanding human capability beyond imagination. AI has captured the attention of scientists, engineers and business people across industries worldwide exploring ways to find insight and create value from smart applications and product.

This course presents the basics of AI from history to modern AI with the illustrative applications of endless possibilities. We will examine how AI already impacts every aspect of our daily lives and explore emerging AI based technologies with examples of applications and implications as well as opportunities. To understand some of the deeper concepts, such as natural language processing, face recognition and autonomous driving, we will explore several basic AI concepts: four major types of AI as well as machine learning, logic and planning, probabilistic technology, deep learning, and neural networks.

You will learn to:

- Demonstrate fundamental understanding of artificial intelligence (AI) and its foundations.
- Apply basic principles of AI to problem that require inference, perception and learning.
- Demonstrate awareness and a fundamental understanding of various applications of AI techniques in intelligent agents, expert systems, artificial neural networks, autonomous vehicle and other machine learning models
- Demonstrate an ability to share in discussions of AI, its current scope and limitations, and societal impact

This course is geared towards:

- Business managers and executives
- Technology managers and executives
- Data science and data engineering team members
- Process improvement professionals
- IT analysts and developers
- Data management analysts
- Technology and business architects
- Analytics, business intelligence, data science and data engineering program leaders
- Anyone with an interest in understanding the capabilities, opportunities and challenges offered by artificial intelligence

Streaming Data: Concepts, Applications, and Technologies

Instructors: Dave Wells & Kevin Petrie
Duration: 3 hours

The analytics opportunities with IoT and application data streams are abundant, but the value of streaming technology is not limited to native data streams. In today's fast paced business world, the need for fast data is pervasive and tacit acceptance of high-latency data is rapidly diminishing. Streaming as an alternative to batch ETL is a practical way to meet the demand for fast data.

Change Data Capture (CDC) is a category of technology that captures data about changes made to a database – inserts, updates, and deletes – and makes that data available to downstream processing such as data pipelines that flow to data warehouses and data lakes. CDC can be combined with streaming to accelerate data flow and reduce data latency.

You'll need to know the actions and responsibilities of data producers and of data consumers, as well as the capabilities for cluster management, data connections, and APIs. Integrating Kafka or other streaming technologies into your data ecosystem is an important consideration.

You will learn:

- The business and technical drivers for streaming data adoption
- Data pipeline processing patterns and the advanced patterns that are possible with streaming
- Use case patterns and a variety of use cases for streaming data
- Five kinds of Change Data Capture (CDC) and the strengths and weaknesses of each
- The concept and applications of streaming first architecture
- Kafka architecture and essential components
- Kafka data and process flow
- The roles and functions of Kafka broker, data producers, and data consumers
- Cluster management, data connections, and APIs with Kafka
- Integrating streaming into the data ecosystem

This course is geared towards:

- Data and analytics leaders and managers
- Data and analytics architects
- Data scientists
- Data engineers
- Data governance professionals who need to understand the opportunities and implications of streaming data
- Anyone with a desire to know how streaming is changing the data management landscape

Analytical Modeling, Evaluation, & Deployment

Instructor: Deanne Larson
Duration: 3 hours

Understanding the business problem provides insight into the data needed as well as what algorithms to consider. A choice of what algorithm to use is a challenging one as there can be several that may address the same business problem. This 3-hour course focuses on how to match the business problem to candidate algorithms, produce comparable models, choose the best performing model, and once in production, what to do to address ongoing value.

You will learn:

- How to match the problem to the analytical model
- How to choose a relevant algorithm
- How to evaluate models for the best option
- How to prepare for model deployment
- How to monitor models
- How to support model operations

This course is geared towards:

- Business analysts
- Data analysts
- Data scientists
- Project leads
- Business subject matter experts that support data science projects

Data Strategy for the Age of Big Data

Instructor: Asha Saxena
Duration: 3 hours

We live in a Big Data world, yet most firms have not changed sufficiently to meet the challenges or reap the benefits of big data. Businesses need to understand that to be competitive they must use their big data assets to create effective new and improved products and services that give them the lead in their industry and their markets. They need to build data strategies that go beyond a set of rules and create a plan for winning in a competitive landscape. Big data strategy needs to transform your business model and your organization.

This course covers the core principles of building a big data strategy to generate the business value and deep insights that an organization needs to thrive in a competitive business environment.

You will learn:

- A framework to define and design big data strategy
- Concepts for alignment of business strategy and big data strategy
- Concepts and components of the Business Model Canvas
- How to apply Value Chain Analysis
- How big data creates opportunities for business transformation

This course is geared towards:

- Chief Data Officers
- Chief Analytics Officers
- VP, Director, Managers of Data and Analytics
- Data Architects
- Data Scientists

Data Analytics for Data Stewards

Instructor: Mark Peco, Deanne Larson, Eric Siegel
Duration: 5 hours

The objective of this 5-hour course is to provide an overview of the many disciplines that make up the field of data analytics, ranging from business intelligence to data science. The goal is to build basic knowledge of each discipline for data stewards who work with and support participants and stakeholders in all dimensions of data analytics.

You will learn:

- The fundamental concepts and practices of Business Intelligence
- The fundamental concepts and practices of Business Analytics
- Concepts and principles of Predictive Analytics
- Concepts and principles of Data Mining
- Concepts and principles of Data Science
- The roles of data analytics in a data-driven organization

This course is geared towards:

- Data stewards
- Business or IT professionals who want to become data stewards
- Business or IT counterparts working with data stewards
- Information management professionals who want to learn about data analytics

DID YOU KNOW…?

Digital Badges and Certificates

We are pleased to offer digital certificates for the successful completion of course exams, and digital certificates for CIMP and CDS certifications.

Digital certificates make it easy for you to share your accomplishments on LinkedIn and other social media platforms, and to share it with employers or other interested parties via email. With a click they will be able to verify your credential online.

For more information on certificate programs please visit: https://ecm.elearningcurve.com/Certification_s/173.htm

OUR INSTRUCTORS

Natasha Balac

Natasha Balac received her masters and PhD in computer science from Vanderbilt University with an emphasis on machine learning from large data sets. She has been with the University of San Diego since 2003, leading multiple collaborations across a wide range of organizations in industry, government, and academia. She is currently directing the Interdisciplinary Center for Data Science at Calit2/Qualcomm Institute and lectures in the area of big data and data science.

Mike Brackett

Mike Brackett has been in the data management field for over 40 years, during which he developed many concepts and techniques for designing applications and managing data resources. He is the originator of the common data architecture concept, the data resource framework, the data naming taxonomy, the five-tier five-schema concept, the data rule concept, the BI value chain, the data resource data concept, and the architecture-driven data model concept, and new techniques for /integrating disparate data.

Angelo Bobak

Angelo Bobak is a seasoned data architecture professional and published author with over 20 years' experience in Business Intelligence, Data Architecture, Data Modeling, Master Data Management, and Data Quality. Currently he is working at ATOS Origin NA as a Director/Senior Data Architect in the areas of Global Master Data Management, Data Integration and Data Quality.

Gary Cokins

Gary Cokins is an internationally recognized expert, speaker, and author in advanced cost management and performance improvement systems. He is the founder of Analytics-Based Performance Management, an advisory firm located in Cary, North Carolina. Gary received a BS degree with honors in Industrial Engineering/Operations Research from Cornell University in 1971. He received his MBA from Northwestern University's Kellogg School of Management in 1974.

Jake Dolezal

Jake has over 16-years of experience in the Information Management field with expertise in business intelligence, analytics, data warehousing, statistics, data modeling and integration, data visualization, master data management, and data quality. Jake has experience across a broad array of industries, including: healthcare, education, government, manufacturing, engineering, hospitality and gaming.

David Haertzen

David Haertzen is chief instructor for First Place Learning, is webmaster of Infogoal.com, and has over 20 years of experience in the Information Technology field. David has provided training and consulting services to many organizations including: 3M, The Mayo Clinic, Diversified Pharmaceuticals, Fluor Daniel and Glaxo Welcome. Working with a wide range of businesses and government agencies has given David insights into the practical application of data modeling in many environments.

Steve Hoberman

Steve Hoberman is a trainer, consultant, and writer in the field of data modeling. He taught his first data modeling class in 1992 and has taught over 10,000 people data modeling and BI techniques. He has presented at over 50 international conferences, and has been selected to deliver keynote addresses at major industry conferences in North America and in Europe. Steve is a columnist and frequent contributor to industry publications and the author of several data modeling books.

Kathy Hunter

Kathy's interest in data began when she was studying for her Summa Cum Laude Mathematics degree. Later she instituted an Information Quality Division at One2One where her team recovered £10 million in lost earnings. She went on to build a Global Data Management solution set at Harte-Hanks which provided data management capabilities to multi-national organizations with data from as many as 238 countries. A popular speaker at information quality events, Kathy is known for her pragmatic approach to complicated topics.

Krish Krishnan

Krish Krishnan is an expert recognized worldwide in the strategy, architecture, and implementation of high-performance big data analytics, data warehousing, analytics, and business intelligence solutions. He is an internationally recognized authority on unstructured data, social analytics and big data, text mining, and text analytics. An innovator and solution expert, he is recognized for his work in high-performance data warehouse architectures and is an acknowledged expert in performance tuning of complex database and data warehouse platforms.

Theresa Kushner

Theresa Kushner is presently the Vice President of Enterprise Information Management for VMware, Palo Alto. She joined in October 2012 to help the fast growing software company develop a firm data foundation on which to build their future business. Before joining VMware she was the Director of Customer Intelligence within the Strategic Marketing organization of Cisco Systems in San Jose. Ms. Kushner joined Cisco Systems in 2006 to create, for the world's leading internet company, a department that understands, manages and applies customer information to marketing.

Deanne Larson

Dr. Larson is an active practitioner and academic focusing on business intelligence and data warehousing with over 20 years of experience. She completed her doctorate in management in information technology leadership. She holds project management professional (PMP) and certified business intelligence professional (CBIP) certifications.

John Ladley

John Ladley is a business technology thought leader with 30 years' experience in project management, improving IT organizations and successful implementation of information systems. John is a widely-known data warehouse pioneer and a recognized authority in the use and implementation of business intelligence and enterprise information management. He is currently President of IMCue Solutions, a firm focused on improving client's balance sheets and competitiveness through enterprise information management.

Jennifer Leo

Dr. Jennifer Leo is the Director of The Steadward Centre for Personal & Physical Achievement, a teaching and research centre within the Faculty of Kinesiology, Sport, and Recreation at the University of Alberta, in Edmonton, Alberta, Canada. With over 15 years of experience conducting research and evaluation in community based settings, Jennifer brings insight into what it means to conduct research beyond academia. Jennifer has been involved in adult education for 15 years during which time she developed and delivered curriculum for in-person and online learning experiences.

Evan Levy

Evan has spent his career leading both practitioners and executives in delivering a range of technology solutions, from software product development to industry-focused strategic consulting services to organizational leadership sessions. He has led high-profile systems integration projects for Fortune 500 customers in the financial services, retail, telecommunications, health/life sciences, government, and insurance industries. He's also been retained as a strategic advisor to various software vendors in the areas of product planning, and continues to counsel the investment community in the use of applying advanced technologies to key business initiatives.

Arkady Maydanchik

For more than 20 years, Arkady has been a recognized leader and innovator in the fields of data quality and information integration. In 1997, Arkady founded Arkidata Corporation, which was among the first companies dedicated solely to data quality management. Since 2004, Arkady dedicated his efforts to education and creation of a mature data quality profession. He is a frequent speaker at various conferences and seminars, author of the best-selling *Data Quality Assessment* book, contributor to many journals and on-line publications, and a co-founder of eLearningCurve.

Olga Maydanchik

Olga Maydanchik is an experienced practitioner and educator in the field of Information Management.
As a part of Chief Data Offices in Citi, AIG, Deutsche Bank, and Voya Financial, Olga was focused on designing and implementing the enterprise-wide Data Quality, Master Data Management, Metadata Management, and Analytics programs. Olga is a member of the Enterprise Data Management Council and actively participated in the Data Management Capability Assessment Model and Ontology design work streams.

William McKnight

William is president of McKnight Consulting Group, which includes service lines of master data management, IT assessment, data warehousing, and business intelligence. He functions as strategist, lead enterprise information architect, and program manager for sites worldwide. William is a former Information Technology Vice President of a Fortune 50 company, a former engineer of DB2 at IBM and holds an MBA from Santa Clara University. A well-known writer and educator, William has given 13 keynote addresses and taught over 150 courses on MDM, data quality, and data warehousing topics.

Mark Peco

Mark is an experienced consultant, educator, practitioner and manager in the fields of BI and process improvement. He provides vision and leadership to projects operating and creating solutions at the intersection of business and technology. Mark is involved with clients working in the areas of strategy development, process improvement, data management and business intelligence. He holds graduate and undergraduate degrees in engineering from the University of Waterloo and has led numerous consulting projects helping clients adapt to fundamental shifts in business models and requirements.

Bonnie Politano

Bonnie Politano is an experienced information technology practitioner and executive. She has worked with some of the largest private and public sector customers in all aspect transformational systems. This includes business intelligence, data warehousing, packaged applications, data management, data quality and custom application development. She actively works with customers in aligning business strategy with information technology enablers.

Kevin Petrie

Kevin's passion is to decipher what technology means to practitioners. He has invested more than 20 years in technology, as a strategy analyst, instructor, product marketer and services leader. A frequent public speaker and accomplished writer, Kevin has nearly a decade of experience in data management and analytics. Kevin is currently Senior Director of Product Marketing at Attunity, a provider of data integration software based in Burlington, MA, where he also runs sales and new hire training.

Tom Redman

Dr. Thomas C. Redman (the Data Doc) is an innovator, advisor, and teacher. He was first to extend quality principles to data and information, in the late 80s. Since then he has crystallized a body of tools, techniques, roadmaps, and organizational insights that help organizations make order-of-magnitude improvements. He is a sought-after lecturer and the author of dozens of papers and four books. The most recent, *Data Driven: Profiting from Your Most Important Business Asset* (Harvard Business Press, 2008) was a Library Journal best buy of 2008.

Asha Saxena

Asha Saxena is a strategic, innovative leader with a proven track record of building successful tech businesses for the last 25 years. With a strong academic background, creative problem-solving skills, and an effective management style, she has been instrumental in building business models for success. As a Board Advisor and an Adjunct Professor at Columbia University, she teaches graduate classes on Management Consulting, Entrepreneurship and Big Data Analytics. She has served a four-year term as Entrepreneur-in-Residence at Columbia Business School.

Eric Siegel

Eric Siegel, Ph.D., is a seasoned consultant in data mining and analytics, an acclaimed industry instructor, and an award-winning teacher of graduate-level courses in these areas. An expert in data mining and predictive analytics, Dr. Siegel served as a computer science professor at Columbia University, where he won the engineering school's award for teaching undergraduate and graduate courses. He has published over 20 papers and articles in data mining research and computer science education and has served on 10 conference program committees.

Rick Sherman

Despite the risk of sounding like an old geezer, Rick Sherman will admit that he's been doing data warehousing since before it was even called data warehousing. Rick is the founder of Athena IT Solutions, a Boston area business intelligence and data warehousing consulting firm that provides solutions for customers of all sizes and industries. His hands-on experience includes a wide range of data integration tools. Rick also teaches data warehousing, data integration and business intelligence for a masters' degree program at Northeastern University's graduate school of engineering. He is a published author of more than a hundred articles.

Henrik Sørensen

Henrik Liliendahl Sørensen has over 30 years of experience in working with Master Data Management and Data Quality and is a charter member of the International Association of Information and Data Quality. Currently Henrik works with Master Data Management at Tata Consulting Services and as Practice Manager at Omikron Data Quality besides writing on a well trafficked blog about data quality, master data management and the art of data matching.

K-Y Su

K-Y Su is a freelance locational data analyst with analytical experience in a variety of sectors and subjects, primarily nonprofit, and an interest in providing location intelligence services for business. K-Y has performed GIS analysis for World Vision (he launched their US disaster preparedness/response program's GIS capability), the Washington State Legislature and Department of Ecology, some environmental consulting firms, and several nonprofits and trade associations. K-Y has a BS in biochemistry and a certificate in GIS. He lives in the Seattle area but is originally from Baltimore and still cheers for his beloved Baltimore Orioles.

Maria C. Villar

Maria Villar is a leader, consultant and writer in the field of enterprise information management, IT management and software development. She has held senior executive positions in both the technology and financial sector. Maria holds a bachelor in Computer Science and graduate degrees in Management Information Systems and Business Administration. Maria has guest lectured on the topic of IT and information management in leading universities, industry conferences and Fortune 500 companies across the country.

Dave Wells

Dave Wells is a consultant, teacher, and practitioner in the field of information management. He brings to every endeavor a unique and balanced perspective about the relationships of business and technology. This perspective —refined through a career of more than thirty-five years that encompassed both business and technical roles— helps to align business and information technology in the most effective ways. Dave is a frequent contributor to trade publications and is a co-author of the book *BI Strategy: How to Create and Document*. He also speaks at a variety of industry events

George Williams

George Williams is a multi-disciplinary professional with nearly 30 years of experience as a Data Analyst, GIS Analyst, Geoscientist, and Project Manager. He currently works as a Data Program Manager with a prominent Marketing Data Management & Analytics firm in Seattle, WA. He has an educational background in Earth Sciences and Hazardous Materials Management along with 15 years of experience managing Geo-technical & Environmental Engineering projects. During this 15 year period, George worked as a Geo-Environmental Engineering consultant for oil companies and land developers in California and later as Environmental Program Manager at The Boeing Company in Washington State.

OUR CUSTOMERS

eLearningCurve's **3,000 students come from over 70 countries** around the globe. Over **80% are enterprise customers**—companies and governmental institutions who use our curriculum to educate many employees.

They range from smaller clients, or project teams, that enroll a handful or employees, to larger organizations that use **our education as the backbone for their internal education programs** for hundreds of employees. Our enterprise customers typically come from Fortune 500 and Global 1000 companies as well as government institutions in various countries. **All major industries are represented** – finance, insurance, oil, telecom, software development, consulting, government, industrial, etc.…

Each pin on map the below represents a country where there are eLearningCurve students.

CUSTOMER STORIES

"CIMP certifications validate my commitment to the concepts, techniques, and practices …" --Patrick DeKenipp, CIMP Ex—Data Governance, Data Quality

The Data Governance and Data Quality classes I took formalized and reinforced many of the concepts I learned through the years as a Data Warehouse and Business Intelligence architect and the accompanying CIMP certifications validate my commitment to the concepts, techniques, and practices within information management.

The courses within the eLearningCurve curricula are well organized and are of great value to anyone who is engaged in the quickly maturing Information Management areas of Data Governance, Data Stewardship, and Data Quality. The instructors are industry recognized experts who present the material with a balance that speaks to beginners and experienced professionals. Furthermore, the exams are well thought out to ensure those taking the test have the necessary level of knowledge to earn a passing grade which promote a level of integrity for CIMP certifications.

"I feel the CIMP certification gives me the foundation I need to be highly successful in my current role." -- Steve DelBianco, CIMP—Data Governance

I recently received my CIMP certification in Data Governance from eLearning Curve. I found all the classes to be of high quality and loaded with plenty of content. I thought the material was well presented and I give high marks to all the instructors for their subject matter knowledge and delivery style.

Not having had any formal training in Data Governance, I feel the CIMP certification gives me the foundation I need to be highly successful in my current role. I look forward to utilizing what I have learned as I continue my career path as a Data Governance professional.

I would recommend eLearning Curve's CIMP- Data Governance certification to anyone who wishes to learn more about Data Governance or wants to pursue a career in Data Governance.

"The instructors are experienced, knowledgeable, well known in the field, and extremely engaging." -- Oana Garcia, CIMP—Data Quality

I recently completed six of the classes on eLearningCurve focusing on a Data Quality track and I strongly recommend them to those professionals who are engaged in Data Management projects and programs.

The classes are very well organized and a must for learning the proper terminology and getting a solid foundation upon which to build with experience. The instructors are experienced, knowledgeable, well known in the field, and extremely engaging. They always start off by presenting the basics and ensuring that the course is suited for the least and the most experienced – this is not an easy task and I must commend the team for a great accomplishment. The exams are serious: taking the class while multitasking and then taking the exam is a recipe for failure. And it should be. The levels of professionalism and integrity are up to the highest standards - passing the exams and getting CIMP certification is an accomplishment!

"Passing the exams required in-depth understanding of the subject matter…" -- Helle Lindsted, CIMP—Data Quality, Data Governance

I was very impressed with the high quality of the CIMP Data Quality program. I gained extensive knowledge of data quality disciplines and related areas and very much enjoyed my classes which were taught by knowledgeable and professional instructors. Passing the exams required in-depth understanding of the subject matter and was by no means a walk in the park but definitely worth the effort. I was a data quality rookie when I started out but now have a solid foundation to build upon as a professional in the exciting field of data quality management.

"If you are "serious" about obtaining new data administration skills and knowledge then these courses are for you." -- Gary Deffendall, CDS, CIMP—Data Quality, MDM

I have recently completed my certifications in Data Quality and Master Data Management along with the Certified Data Steward certificate program. Soon I will have completed the Data Governance and Data Integration certifications. The certification courses at eLearning Curve are unlike any other on-line courses that I have taken in my 30 years in IT. The courses are thorough and professionally presented by industry experts. If you are "serious" about obtaining new data administration skills and knowledge then these courses are for you. My suggestion is to take one hour every day and sit through a topic, print out the slides and take notes on them. This will help you in learning, retaining and being successful on the exams. I always look forward to the email from Arkady giving me my exam results, usually in less than one day!

PRICING

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Exams

Exam for each course $80

Enterprise Discounts

We offer discounts to Enterprise customers who purchase in bulk. Please contact us for more information.

Education Packages

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CIMP Data Integration Package	$1,895
CIMP Business Intelligence & Analytics	$1,895
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CIMP Ex Data Governance	$2,895
CIMP Ex Master Data Management	$2,995
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