



eLearningCurve

Data Quality Specialist

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DQ-10 Data Quality Specialist

Module 0: About the Course (8 min)

Module 1: Data Management Introduction (54 min)

- Is Data the New Oil?
- What is Data Management?
- Data Management Goals
- DAMA International
 - DAMA Management Body of Knowledge (DMBOK)
 - DAMA Wheel
 - Environmental Factors Hexagon
 - Knowledge Area Context Diagram
 - DMBOK Pyramid – Aiken
- What is the Meaning of Data?
- The Meaning of “Data” Outside of Data Management
- Data Lifecycle
- Data Management Challenges
- Data Management Strategy
- Other Data Management Frameworks
- Summary
- Knowledge Check #1
- Knowledge Check #2
- Knowledge Check #3
- Knowledge Check #4
- Knowledge Check #5
- Knowledge Check #6

Module 2: Data Quality Definitions & Essential Concepts (59 min)

- How does Data Quality Affect Enterprises?
 - Example: Dear Idiot Letter
 - Example: Google Maps Error
 - Example: UK Court Error
 - Example: Customer ID Error
 - Example: Logistics Data Quality
 - Consequences of Data Quality Management Impacts
 - Consequences of Data Quality Management Causes
- The Definition of Data Quality 1
- The Definition of Data Quality 2
- Data Quality Must Be Managed
 - How Good Does Data Quality Need to Be?
 - Risks of Poor Data Quality
 - Data Quality Goals
 - Data Quality Principles



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- Data Quality Dimensions
- Consider Also...
- Data Quality Metrics & Indicators
 - Dimensions, Metrics, and Indicators Example
 - Data Quality Dimensions, Metrics, and Indicators Hierarchy
 - Data Quality Indicators: TARMAC
 - What is High Quality for Your Data
 - What is High Quality for Your Data Examples
 - What is High Quality for Your Template
- Summary
- Knowledge Check #1
- Knowledge Check #2
- Knowledge Check #3
- Knowledge Check #4
- Knowledge Check #5

Module 3: Data Quality Tools and Techniques (60 min)

- Shewhart and Deming Cycle
- Data Quality Management Lifecycle: Key Activities
- Data Quality Issues
- Barriers to Effective Deployment of Information Assets
 - Lack of Leadership
 - Data Entry Process
 - Data Processing Functions
 - System Design Issues
- Fixing Issues
- Categories of Techniques
 - Preventive Actions
 - Corrective Actions
- Corrective Actions Through Data Processing
 - Corrective Actions Through Data Processing: Data Cleansing
 - Corrective Actions Through Data Processing: Data Enhancement
 - Corrective Actions Through Data Processing: Parsing, Formatting, Transformation, Standardization
 - Statistical Process Control
 - Root Cause Analysis 1
 - Root Cause Analysis 2
 - Root Cause Analysis Step-by-Step
 - Root Cause Analysis 5 Whys
 - Root Cause Analysis 5 Whys Example
 - Root Cause Analysis Step-by-Step
 - Root Cause Analysis 5 Whys
- Data Quality Tools – Data Profiling
 - Data Profiling – Typical Outputs
 - Data Profiling Software Tool



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- Use Case: Where should We act and How?
- Summary
- Knowledge Check #1
- Knowledge Check #2
- Knowledge Check #3
- Knowledge Check #4
- Knowledge Check #5

Module 4: Key Data Quality Management Activities (50 min)

- Design
 - Define High Quality Data
 - Define a Data Quality Strategy
 - Identify Critical Data Business Rules
 - Perform Data Quality Assessment and Organizational Assessment
 - Identify and Prioritize Potential Improvements
 - Define Goals for Data Quality Improvement
 - Set Up a Data Quality Program
 - Plan for Change Management and Training
- Implement and Embed Data Quality
 - Manage Data Quality Rules
 - Operational Procedures for Managing Data Quality
 - Establish Data Quality Service Level Agreement
- Monitor and Control Data Quality
- Becoming a Data Driven Organization
- Relationship Between Data Quality and Data Management
 - Data Quality Requires Governance 1
 - Data Quality Requires Governance 1
 - Data Quality Requires Governance and Organization
 - Data Quality Requires Governance and Roles 1
 - Data Quality Requires Governance and Roles 2
 - Data Quality Requires Master and Reference Data
 - Data Quality and Architecture Modeling
 - Data Quality, Metadata, and DII
 - Summary
 - Knowledge Check #1
 - Knowledge Check #2

Master and Reference Data

Estimated Length: 3 hour(s) and 51 minute(s)