

Tackling Data Quality Problems

Five step approach – as easy as A to E

- Understand what 'fit for purpose' data is, and is not
- Know the main causes of poor data quality
- Highlight the impact of poor data quality on individuals and organisations
- Learn the five steps of the A2E methodology and how to apply it
- Be aware of software tools that can help to support and automate the A2E approach



Half day workshop by
Nigel Turner

AdeptEvents

LANGUAGE
English

VENUE
Virtual

TIME
9:00 – 13:00 hours

REGISTRATION
www.adeptevents.nl



Tackling Data Quality Problems

Five step approach – as easy as A to E

In our digital age many organisations seek to become data driven and are investing heavily in new technologies to make it happen. But this investment will not deliver its promised riches unless the data itself on which it depends is fit for purpose and of the required quality. Having accurate, complete and reliable data is a 'must have' for any digital business or organisation.

One of the oldest maxims in data management is 'Garbage in, Garbage Out'. If data is of poor quality other data management disciplines can never fulfil their promise. Business Intelligence initiatives will generate information and outcomes that cannot be relied on, leading to poor decision making. Master Data Management will fail to deliver a single, integrated view of a customer or product, and so on. More importantly, poor data quality has a significant adverse impact on the business or organisation itself. When data is not fit for business purpose, revenue is lost, unnecessary costs are incurred, productivity and efficiency suffer, and the risks of breaching regulatory and legal requirements (for instance with GDPR) are greatly increased.

Despite this, the reality is that data quality in most organisations remains poor, and often very poor. A study conducted by The Harvard Business Review and MIT in 2017 found that fully 97% of records surveyed in key organisational databases contained critical data quality errors.[1] Identifying and tackling these issues is a top priority for any organisation which seeks to extract the maximum value from its data assets.

The Workshop

In this half-day workshop Nigel Turner will answer a number of fundamental questions that need to be addressed to deliver fit for purpose data quality. These include:

- Why should I care about data quality?
- How do I know what my main data quality problems are?
- What is the impact of these on my organisation and how can these be measured?

- What problems should I seek to address first?
- How can the problems be improved?
- Who should be responsible for taking action?
- How can I ensure that I prevent further data quality problems arising in the future as the volume, variety and velocity of data increases?

The workshop will help you answer these questions by taking you through a five step approach to identify, deliver and sustain data quality improvement. The five steps of Assess, Baseline, Converge, Develop & Evaluate (A2E) provide a simple framework and methodology to enable data quality to be tackled in a systematic and repeatable way. The session will also contain practical exercises to help participants apply A2E before doing it for real back in their own organisations.

Learning Objectives

- Understand what 'fit for purpose' data is, and is not
- Describe the dimensions of data quality
- Know the main causes of poor data quality
- Highlight the impact of poor data quality on individuals and organisations
- Understand the relationship between data quality and other data management disciplines, with particular emphasis on data governance
- Highlight the shortcomings of traditional ways of tackling poor data quality and the importance of a holistic approach, involving people, process and technology
- Learn the five steps of the A2E methodology and how to apply it to identify, prioritise and address data quality problems
- Specify and apply the main activities and deliverables of each of the five steps
- Be able to understand and develop business rules to baseline data quality and to set improvement thresholds
- Be aware of software tools that can help to support and automate the A2E approach.



Who is it for?

- Business people with a strong interest in data and how to improve it
- Data Governance professionals
- IT professionals who are dealing with data quality problems in their role in developing and supporting operational systems
- BI and Analytics specialists who want to ensure that the quality of data they rely on is fit for purpose
- Business Analysts
- Data Architects
- Data and IT consultants.



NIGEL TURNER

Nigel Turner is Principal Information Management Consultant for EMEA at Global Data Strategy Ltd. and Vice-Chair of the Data Management Association of the UK. Nigel has worked in Information Management for over 25 years, both as an in-house deliverer of Information Management solutions at British Telecommunications plc and subsequently as an external consultant to more than 150 clients, including British Gas, UK Environment Agency, Intel US and others. He also works as a part time project manager at Cardiff University's National Software Academy. Nigel is a sought after speaker at conferences on information management and is based in Cardiff, UK.

Nigel was one of the speakers at previous editions of our yearly conference, the Data Warehousing & Business Intelligence Summit.

Course description

1. Data Quality: Myths & Realities

- What is data quality and what is 'fit for purpose' data
- The impact of poor data quality on organisations and individuals
- The causes of poor data quality
- Common data quality myths and misconceptions
- The relationship of data quality to other data management disciplines

2. Holistic Approaches to Data Quality Improvement

- Why traditional approaches to data quality improvement have limited success
- The need for a holistic approach encompassing people, process and technology
- An overview of the A to E approach and its benefits

3. A to E: Assess

- Understanding your organisation's data quality needs – today and tomorrow
- Identifying key data quality stakeholders
- Evaluating data quality 'fitness for purpose'
- Uncovering and capturing data quality problems

4. A to E: Baseline

- Measuring the quality of key data sources
- Understanding the 7 dimensions of data quality
- Data profiling – how to baseline and quantify data quality
- Assessing the business impact of data quality problems

5. A to E: Converge

- Prioritising data quality problems
- Identifying pilot / proof of concept projects
- Producing data quality improvement business cases
- Gaining business and IT commitment

6. A to E: Develop

- Creating data quality improvement teams
- Key roles and responsibilities
- Analysing root causes of data quality problems
- Creating and delivering a Data Improvement Plan (DIP)

7. A to E: Evaluate

- Managing data quality improvement as a continuous process
- Useful tools and technologies
- Data governance and sustaining the gains
- Data quality monitoring and reporting
- Selling the benefits

8. The Future of Data Quality

- Future data quality challenges
- How to stay ahead of the challenges
- Course conclusion and follow ups



Information



DATE AND TIME

The workshop will take place once or twice a year with the exact date and time available on our website.

With the virtual half day sessions, the programme starts at 9:00 am and ends at 1:00 pm. Please log in well in advance to check your video and audio settings.

VENUE

Adept Events works with several venues in and near Amersfoort and Utrecht. We strive to provide you with the location details as soon as possible. The exact venue will be on our website and in the confirmation e-mail that you will receive one week prior to the event. Always check our website prior to your departure to ensure you have the exact location and directions.

The virtual seminars and workshops will be offered through a live video stream from our video studio. The virtual classroom is equipped with multiple professional cameras and microphones and we have a two person crew available so that we can offer a similar experience to that of the traditional classroom and, more important, still offer adequate interaction with the speaker.

HOW TO REGISTER

Please register online at www.adeptevents.nl. For registering by print, please scan the completed registration form and send this or your Purchase Order to customerservice@adeptevents.nl. We will confirm your registration and invoice your company by e-mail therefore please do not omit your e-mail address when registering.

REGISTRATION FEE

Taking part in this three-day workshop will only cost 252 Euro when registering 30 days beforehand and 280 Euro per person afterwards (excl. 21% Dutch VAT).



Members of DAMA are eligible for 10 percent discount on the registration fee.

In completing your registration form you declare that you agree with our **Terms and Conditions**.

Team discounts

Discounts are available for group bookings of two or more delegates representing the same organization made at the same time. Ten percent off for the second and third delegate and fifteen percent off for all delegates when registering four or more delegates (all delegates must be listed on the same invoice).

This cannot be used in conjunction with other discounts.

All prices are VAT excluded.

PAYMENT

Full payment is due prior to the workshop. An invoice will be sent to you containing our full bank details including BIC and IBAN. Your payment should always include the invoice number as well as the name of your company and the delegate name.

Payment by credit card is also available. Please mention this in the Comment-field upon registration and find further instructions for credit card payment on our **customer service page**.

Cancellation Policy

Cancellations must be received in writing at least three weeks before the commencement of the workshop and will be subject to a € 75,- administration fee. It is regretted that cancellations received within three weeks of the workshop date will be liable for the full workshop fee. Substitutions can be made at any time and at no extra charge.

Cancellation Liability

In the unlikely event of cancellation of the workshop for any reason, Adept Events' liability is limited to the return of the registration fee only. Adept Events will not reimburse delegates for any travel or hotel cancellation fees or penalties. It may be necessary, for reasons beyond the control of Adept Events, to change the content, timings, speakers, date and venue of the workshop.

INFORMATION



+31(0)172 742680



<http://www.adeptevents.nl/dqa-en>



seminars@adeptevents.nl



@AdeptEventsNL / <https://twitter.com/AdeptEventsNL>



<http://www.linkedin.com/company/adept-events>



<https://www.facebook.com/AdeptEventsNL>



Visit our Business Intelligence and Data Warehousing website www.biplatform.nl and download the App



Visit our website on Software Engineering, www.release.nl and download the App

IN-HOUSE TRAINING

Would you like to run this course in-company for a group of persons? We can provide a quote for running an in-house course, if you offer the following details. Estimated number of delegates, location (town, country), number of days required (if different from the public course) and the preferred date/period (month). Please find more info on the **In-house page on our website**.