

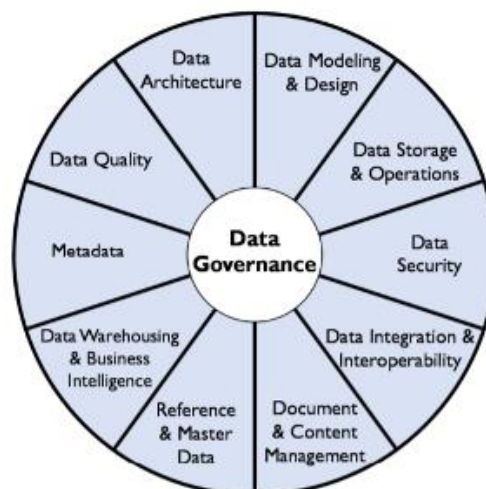
## IMPLEMENTING PRACTICAL DATA QUALITY MANAGEMENT WORKSHOP

10 - 13 MARCH 2025 | VIRTUAL SESSIONS



### OVERVIEW

This 4-day practitioners' workshop will provide the participants with an understanding of the basics of Data Quality Management, why it is important in achieving organisational goals, and the steps required to implement a Data Quality Management process. The training workshop will assist those charged with investigating or improving Data and/or Information Quality.



Source: DAMA-DMBOK Functional Framework

Throughout the workshop our DAMA Certified Trainer will use analogies and anecdotes that are simple to understand and relate 'Data' and 'Data Quality Management' to real business experience - making it easy for participants to understand key aspects in Data Quality Management prescribed by **DAMA** (Data Management Association), as depicted above.

The Workshop covers the following aspects of Data Quality Management:



1. **Data Quality Awareness** – What your team must understand about the importance of Data Quality (DQ)
2. **Data Quality in Context** – The role of Frameworks, DQ Dimensions, Data Models and MetaData in the context of DQ Management
3. **Assessment** – How to approach conducting a Health Check on Data, how to profile Data, and what the profiling statistics tell us
4. **Requirements** – The requirements of Data Producers and Consumers, rules to which Data must conform, DQ targets and thresholds
5. **Measurement** – How to measure the Data based on the Business Requirements
6. **Correction** – How to “fix” incorrect Data in terms of missing, incorrect and duplicate Data
7. **Prevention** – How to identify the Root Causes of Data defects and stop the issues from re-occurring
8. **Putting it all together within the context of Data Management**

### **BENEFITS AND LEARNING OUTCOMES**

This training programme is endorsed by **DAMA Southern Africa** and is helpful preparation for the DAMA CDMP® Data Quality Specialist Exam.



The workshop is designed to help those who are (or will be) responsible for managing Data Quality to:

- Acquire an understanding of Data Quality Management principles, practices and techniques
- Learn how Data Quality impacts business, applications, and reporting systems

- Understand Data Management terminology such as Data Quality Dimensions (completeness, currency, accuracy etc.), metrics and thresholds and why they are important
- Identify the upstream and downstream impacts that poor Data Quality has on an organisation
- Understand the issues affecting Data Quality and recognise and quantify the symptoms
- Develop an action plan to address those issues in a controlled and repeatable process
- Demonstrate how Data Quality Management improves the business and operational 'bottom-line'

## **WHO WILL BENEFIT?**

This workshop will be of interest to Data Management Practitioners, and anyone involved in Data or Information Quality Management, such as people from areas dealing with:

- Data analysis and cleansing
- Master data management
- Data governance
- Business and systems analysis
- Data stewardship

## **AGENDA AND OUTLINE**

Topics to be covered include:

### Module 1 - Data Quality Awareness

- The Database is a lake
- Data producers, consumers and citizens
- Data literacy
- Data, information, knowledge and wisdom
- From producer to consumer
- Data quality
- Data growth
- Poor data quality

### Module 2 - Data Quality in Context

- Context
- What is data management?
- Frameworks for managing data and data quality
- Data quality dimensions
- Categories of data: types of data
- Modelling data
- The data lifecycle
- Data lineage
- Data management and data quality maturity
- Breakaway exercise
- Summary and wrap-up

### Module 3 - Assessment

- Context
- What is assessment and why do we do it?
- Scoping
- The assessment process
- Basic statistics
- Breakaway exercise
- Summary and wrap-up

### Module 4 - Requirements

- Context
- The data quality strategy
- High quality data
- The requirements process
- Business rules
- Data quality metrics: targets and thresholds
- Breakaway exercise
- Summary and wrap-up

### Module 5 - Measurement

- Context
- The processes – what and why
- Measure data quality
- Monitor data quality
- Manage data quality issues
- Operational data quality processes
- Breakaway Exercise
- Summary and wrap-up

### Module 6 - Correction

- Context
- Data correction: what, why and how
- Data matching
- Data augmentation
- Identifying duplicates, matching and merging
- The data correction process
- Breakaway exercise
- Summary and wrap-up

### Module 7 - Prevention

- Context
- Root cause analysis: what, why and how
- Other preventative techniques: six sigma, pareto, FMEA, etc.
- Typical causes of data quality issues
- Preventative actions
- Promoting data quality awareness
- Breakaway exercise
- Summary and wrap-up

## Module 8 - Putting it all together within the context of Data Management

- Final thoughts on data quality
- Data quality maturity model
- Data quality standards
- Data quality in the context of data management
- The framework is just a framework
- The DAMA CDMP® Exam
- Key takeaways and closing remarks

**Bonus:** The 'Implementing Practical Data Quality Management Workshop' now includes two additional topics -

- ✓ Overview of Data Quality Tools and Technologies
- ✓ Focused Preparation for the DAMA Certified Data Management Professionals - Data Quality Specialist Exam!

**Note:** The delivery method includes -

- ✓ Real-world examples to demonstrate the application of concepts
- ✓ Case studies, discussions and Q&A sessions
- ✓ Electronic copy of learning material

## **DAMA CERTIFIED TRAINER (SUBJECT MATTER EXPERT)**

### **DI JOSEPH CDMP® DQ**



Di is a DAMA Certified Trainer and CDMP® DQ (Data Quality) Specialist Practitioner with over 40 years' experience in the Data, Information and Knowledge Management field. She brings a wealth of knowledge and extensive experience in Data Quality improvement, Systems Design and Data Governance, having worked as a consultant and trainer on a number of digitisation and business intelligence projects for listed companies and state-owned entities in South Africa and the United Kingdom. These projects covered wide-ranging facets of data management including data governance, data architecture, data modelling & design, data security, data warehousing & business intelligence, data engineering & migration, data quality, and data integration.

Di is affectionately known as the Queen of Data Quality and Data Diva! She is enthusiastic and passionate about all aspects of Data and Data Quality Management. In addition to providing data quality management consultancy and training to organisations across the African and European continents, she currently imparts this knowledge as a DAMA Certified Trainer based in Edinburgh in the United Kingdom.

Di is the founding member of DAMA Southern Africa and she served on the DAMA SA Board for several years. She is actively involved with DAMA International and other regional data management associations; that is where she continues to gain invaluable exposure in creating awareness for data quality management, as well as the development of data quality management standards and practices on an international stage.

Di captivates participants with her sharp anecdotes, analogies and case studies. They are pleasantly challenged as they are equipped with better understanding of the role of data in their organisations. Participants will learn and be drawn to her positive energy; they will have fun and walk away with brilliant and actionable insights.

**Don't miss your chance to enrol and enjoy our exclusive discount offer!** Take a decisive step towards Data Quality excellence, **register today to secure your spot!**

The 'Implementing Practical Data Quality Management Workshop' is also provided as in-company (contact or virtual) training. For enquiries, quotations or registration, kindly contact us at: **[bookings@lehaha.co.za](mailto:bookings@lehaha.co.za)**

