



Digital Transformation and Innovation

## Data Quality Management

## Course Introduction

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This 2-days Data Quality Management training program address the key aspects of Data Quality management & provides practical take away actions that will enable you to start a Data Quality initiative in your organization.

The training program draws up the Data Quality discipline as defined in the DAMA body of knowledge (DMBoK).

## Target Audience

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1. Data Quality Manager
2. Data Analyst
3. Data Governance Officer
4. Data Scientist
5. Business Intelligence Analyst
6. Data Engineer
7. Chief Data Officer (CDO)
8. IT Compliance Manager
9. Master Data Management (MDM) Specialist
10. Risk and Compliance Officer

## Learning Objectives

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- Understand The Business Rules of Data Quality.
- Identify Data Lifecycle Management (DLM).
- Understand Data Governance Management Standards and Compliance.
- Identify Differences between Good data quality and Bad data quality.
- Understand Data Quality Management approach and Scenarios.
- Identify DQ Tools and features.
- Understand the DAMA DMBOK Wheel.
- Master using data analysis Techniques.
- Master use profiling to assess Data Quality.
- Identify Data Correction Techniques.
- Understand How to Demystify Data Cleansing.
- Understand DMBOK Dimensions of Data Quality.
- Master applying Data Quality Dimensions.
- Understand how to apply Root cause analysis process and the 5-Why Approach for better DQ.
- Define financial cost of data quality management.
- Understand How to Create the Data Quality Roadmap.
- Master avoiding common data quality mistakes.

- Create Data Governance Management Action Plan.

## **Training Methodology**

**The training program is implemented by combining the participants' academic knowledge and practical practice (30% theoretical / 70% practical activities).**

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**This program focuses on exercises, case studies, workshops, and individual and group presentations, among other integrated training methodologies.**

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**A detailed report is submitted to each participant and the training department in your organization on the results of the participant's performance and the return on training.**

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## **Course Outline**

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- Day 01

## **Data Measuring and Profiling Techniques:**

- The importance of measuring Data Quality.
- Data analysis Techniques.
- How profiling can assess Data Quality?
- Typical Outputs of Data Quality Profiling.

### **• Day 02**

- Validation Rules of Based Monitoring.
- Data Correction Techniques.
- How to Demystify Data Cleansing?
- Data Modelling.
- Data Flow Diagrams (DFDs).

### **• Day 03**

## **Applying DMBok Dimensions of Data Quality:**

- Data Quality Facets (DMBoK).
- What are the Dimensions of Data Quality?
- Understanding DMBok Dimensions of Data Quality.
- How to apply Data Quality Dimensions?

### **• Day 04**

- Data Quality indicators (DQI) Characteristics.
- What are the link between Governance and Data Quality?
- Understanding Root cause analysis process and the 5-Why Approach: how to apply them for better DQ?

° Defining Financial cost.

• Day 05

° How to Create the Data Quality Roadmap

° How to avoid common data quality mistakes?

° Create Data Governance Management Action Plan.

° Workshop.

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 14, 2025	April 18, 2025	5 days	4950.00 \$	Spain - Barcelona
May 11, 2025	May 15, 2025	5 days	4250.00 \$	KSA - Riyadh
Sept. 15, 2025	Sept. 19, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Sept. 22, 2025	Sept. 26, 2025	5 days	4250.00 \$	UAE - Dubai
Nov. 3, 2025	Nov. 7, 2025	5 days	5950.00 \$	USA - Los Angeles
Dec. 22, 2025	Dec. 26, 2025	5 days	4250.00 \$	UAE - Dubai