

Your checklist for improving your data quality

Master data governance plays a crucial role in maintaining high-quality data. It provides the necessary structure, rules and processes to keep master data accurate, consistent and reliable over time.

Beyond the data model itself, we need data quality rules, cleansing routines and processes to govern the actual data content stored within the data model.

This is by no means an exhaustive list, but ensuring you've considered everything below will give you a great start to a better data model.















Have you thoroughly profiled your data to understand the data content and identify anomalies, outliers, omissions or patterns that may not have otherwise been easy to uncover?

Have you put in place rigorous data transformation routines and reference data lookup tables to ensure consistency and standardization of data? **Consider the consistent** standards you'll want data to conform to:

- Country codes
- Date and phone number formats
- Consistent case/capitalization rules
- Parsing/splitting
- Concatenating or otherwise manipulating attributes

Are you enforcing data entry and validation rules to reduce redundancy and duplication?

Master data governance helps prevent the creation of duplicate records. This reduces redundancy, improves efficiency and avoids confusion caused by conflicting or overlapping information.

Do you have data validation and verification processes in place to improve data accuracy?

> This will help to ensure the accuracy and reliability of key data elements and conformance to specific business rules—crucial for making informed business decisions and avoiding costly errors.









Are you validating and enriching your data using trusted third-party reference data?

> For example, you may be referring to an address validation vendor such as Dun & Bradstreet or Loqate.

Are you enabling effective data matching and merging?

> With proper master data governance in place, organizations can implement advanced matching and merging algorithms to identify and consolidate duplicate or related records. This ensures that only accurate, unambiguous and relevant data is retained.

Are you encouraging consistent data quality monitoring and measurement?

> Master data governance provides the framework for monitoring and measuring data quality, establishing KPIs and metrics to assess the quality of master data and track improvements over time.

Are you enhancing data integration by striving for straight-through processing?

When data is standardized and consistent across systems, it becomes much easier to integrate different applications and databases. This facilitates seamless communication and sharing of information across the organization.

