

# **DATA GOVERNANCE**

**ASSIGNMENTS**

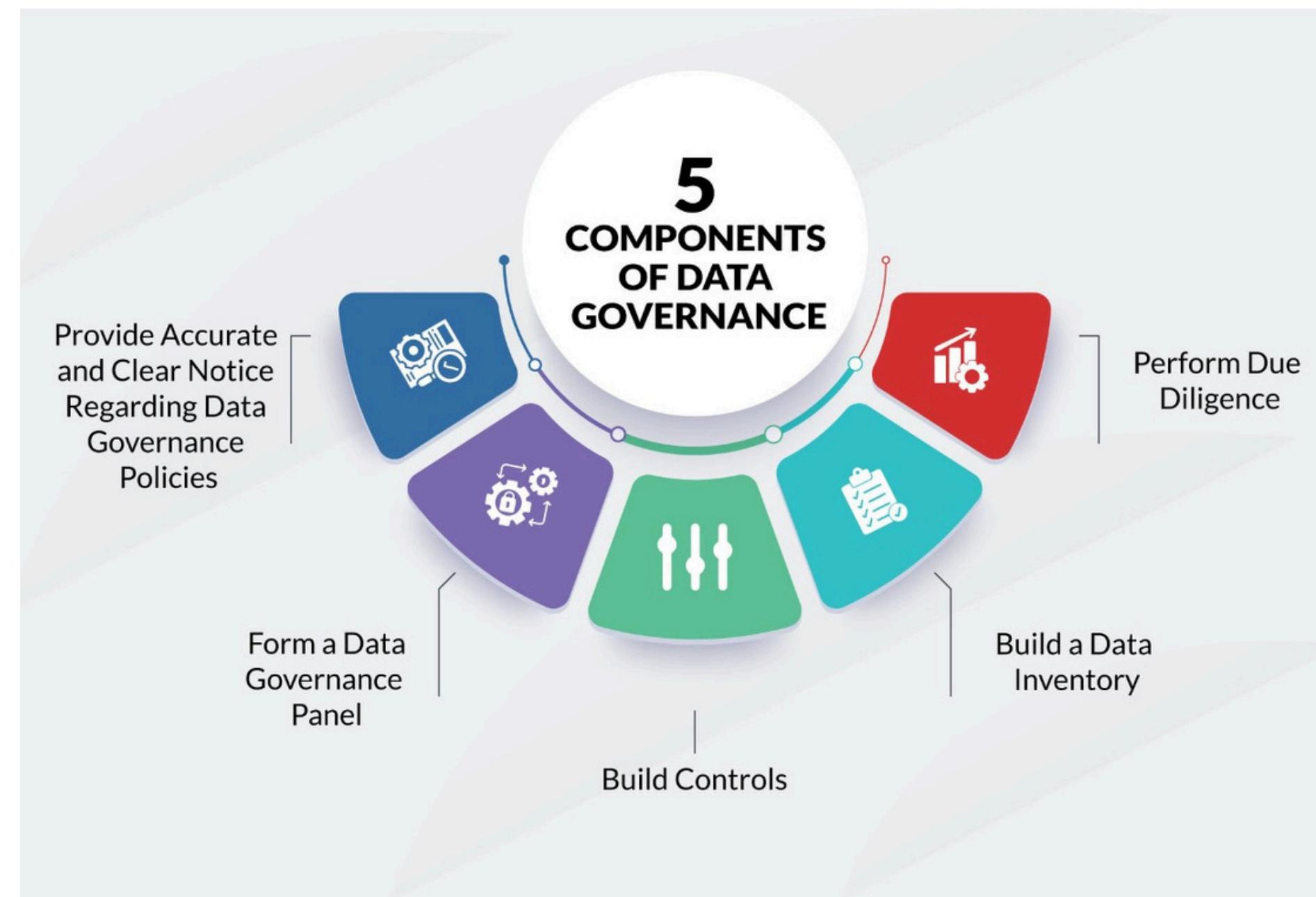
**RICCARDO DE CESARIS 547762**

**ALESSANDRO PESARE 553700**



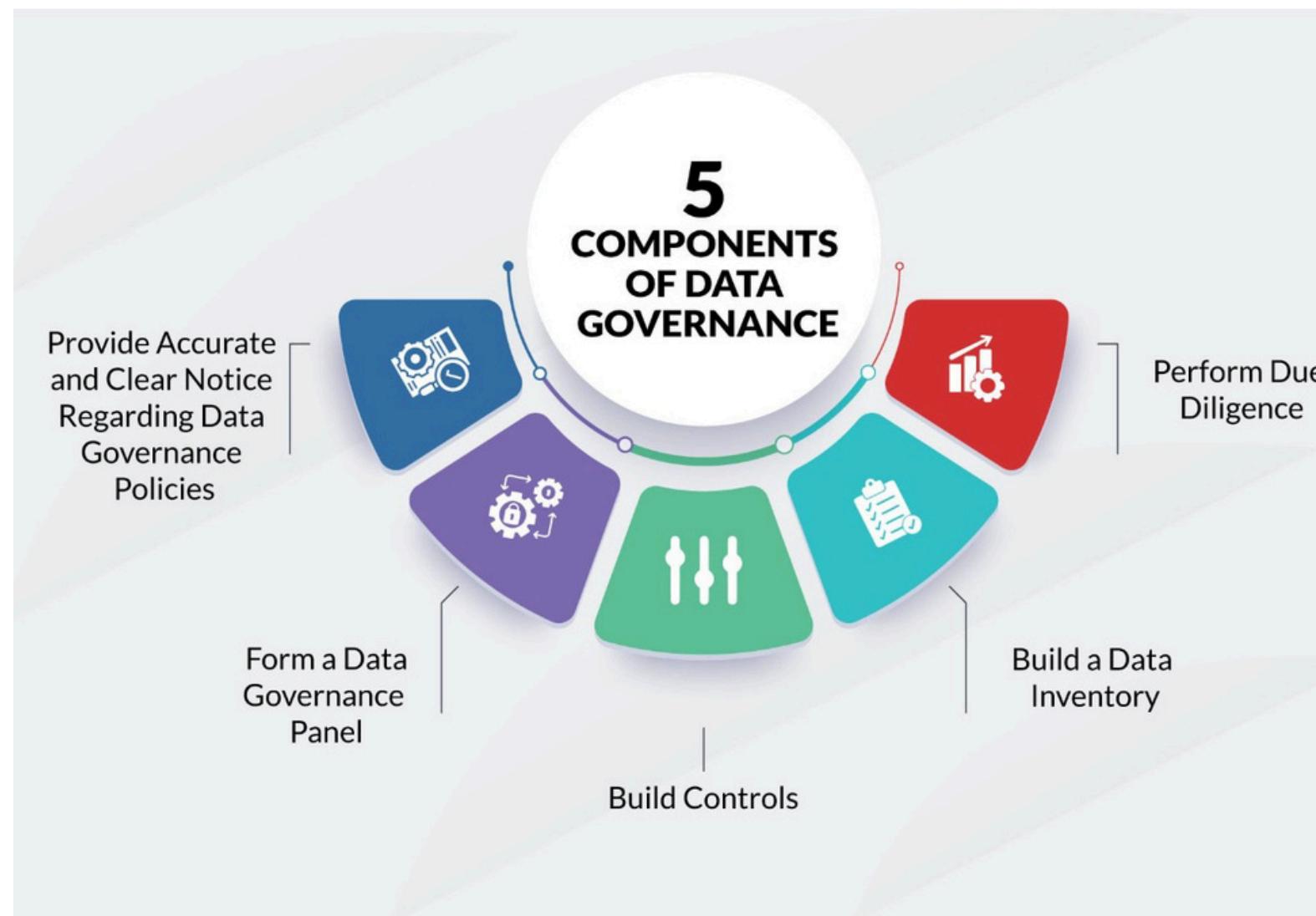
# DATA GOVERNANCE

Data Governance is the process of managing the availability, usability, integrity and security of the data in enterprise systems, based on internal standards and policies that also control data usage.



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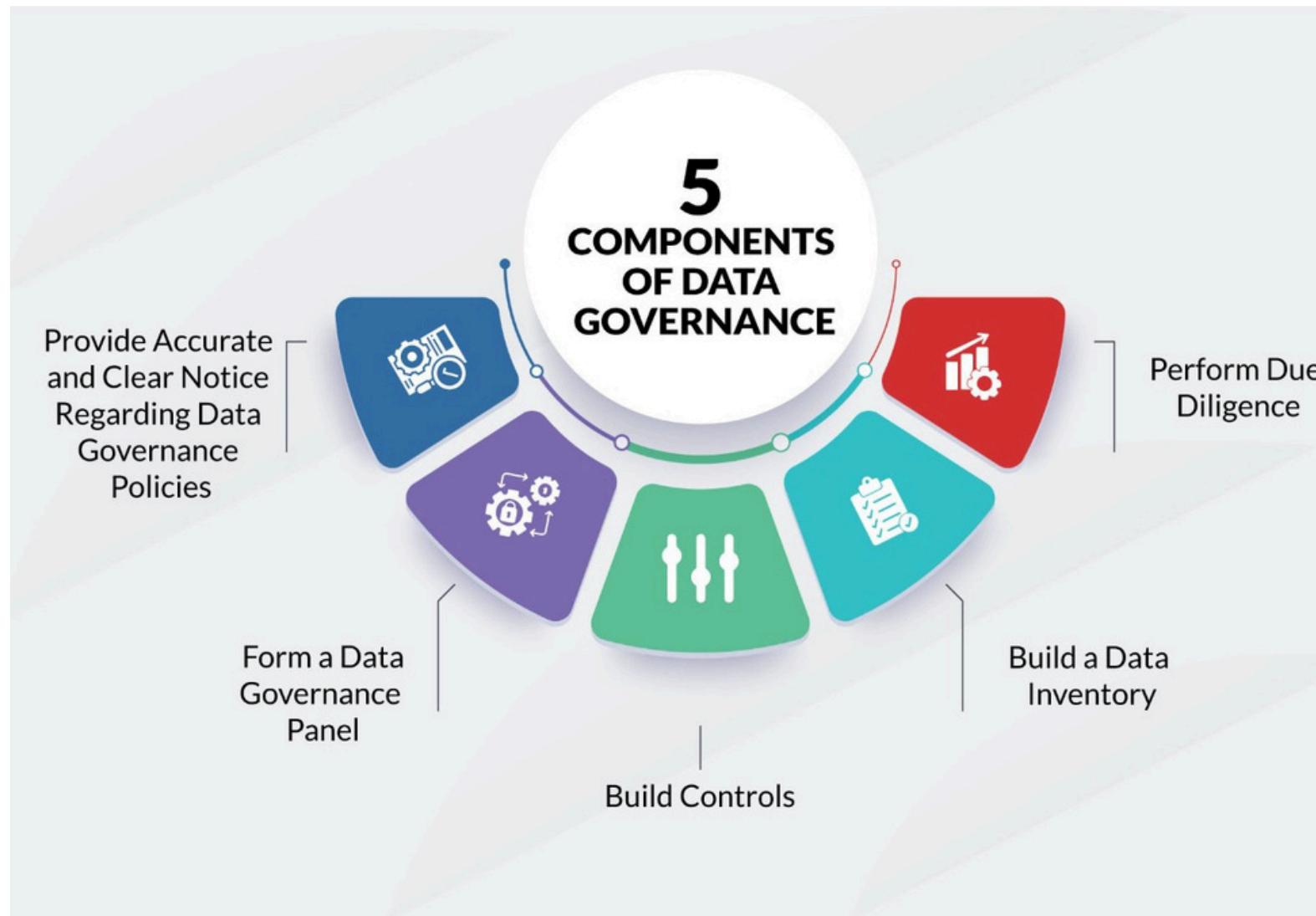
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- **Provide Notice Regarding DG Policies:** design policies and make sure to give all stakeholders clear notice

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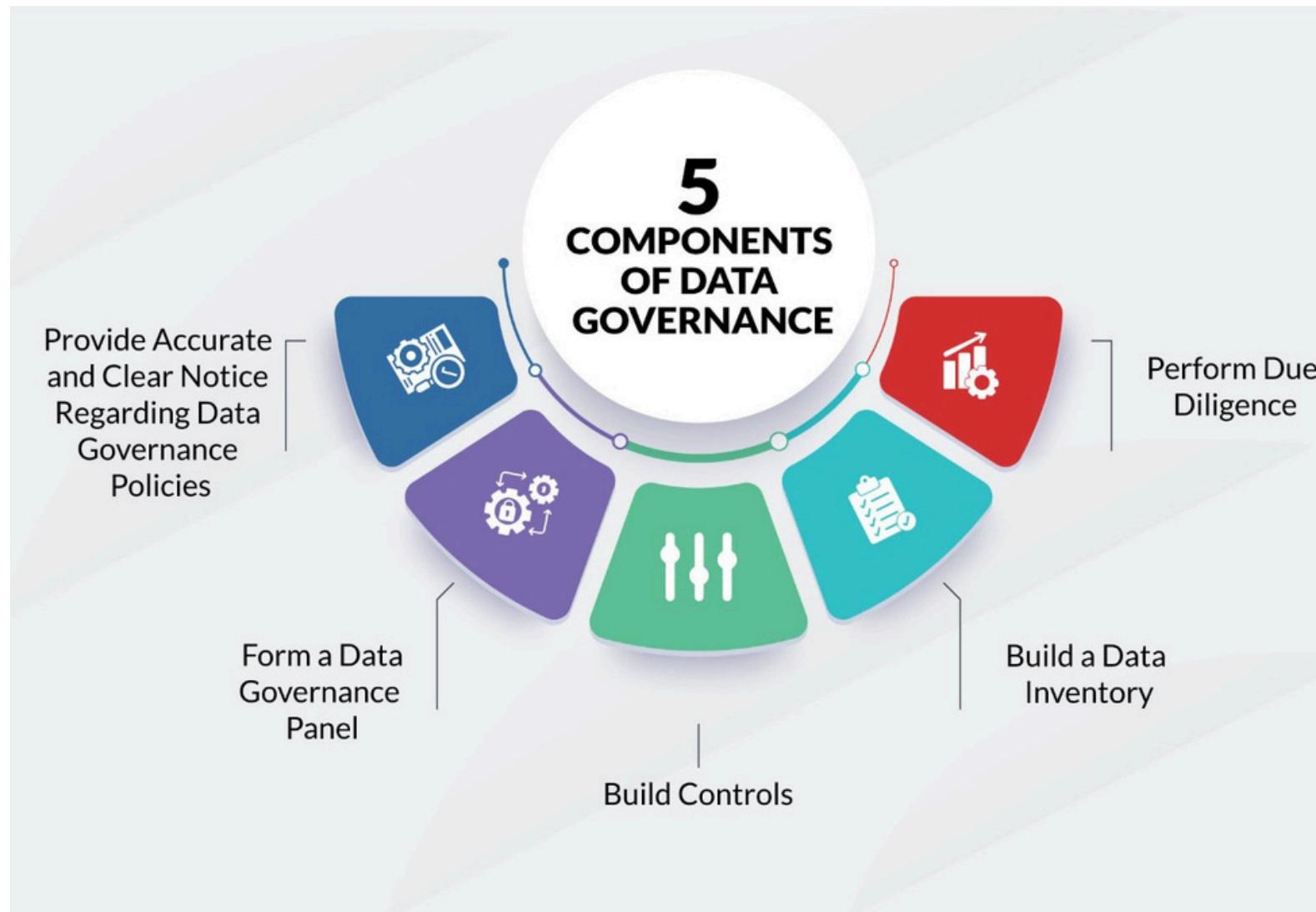
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- **DG Panel:** people from different teams (legal, IT, marketing, ...) who make decision on how data will be accessed, how access will be controlled, how data impact business

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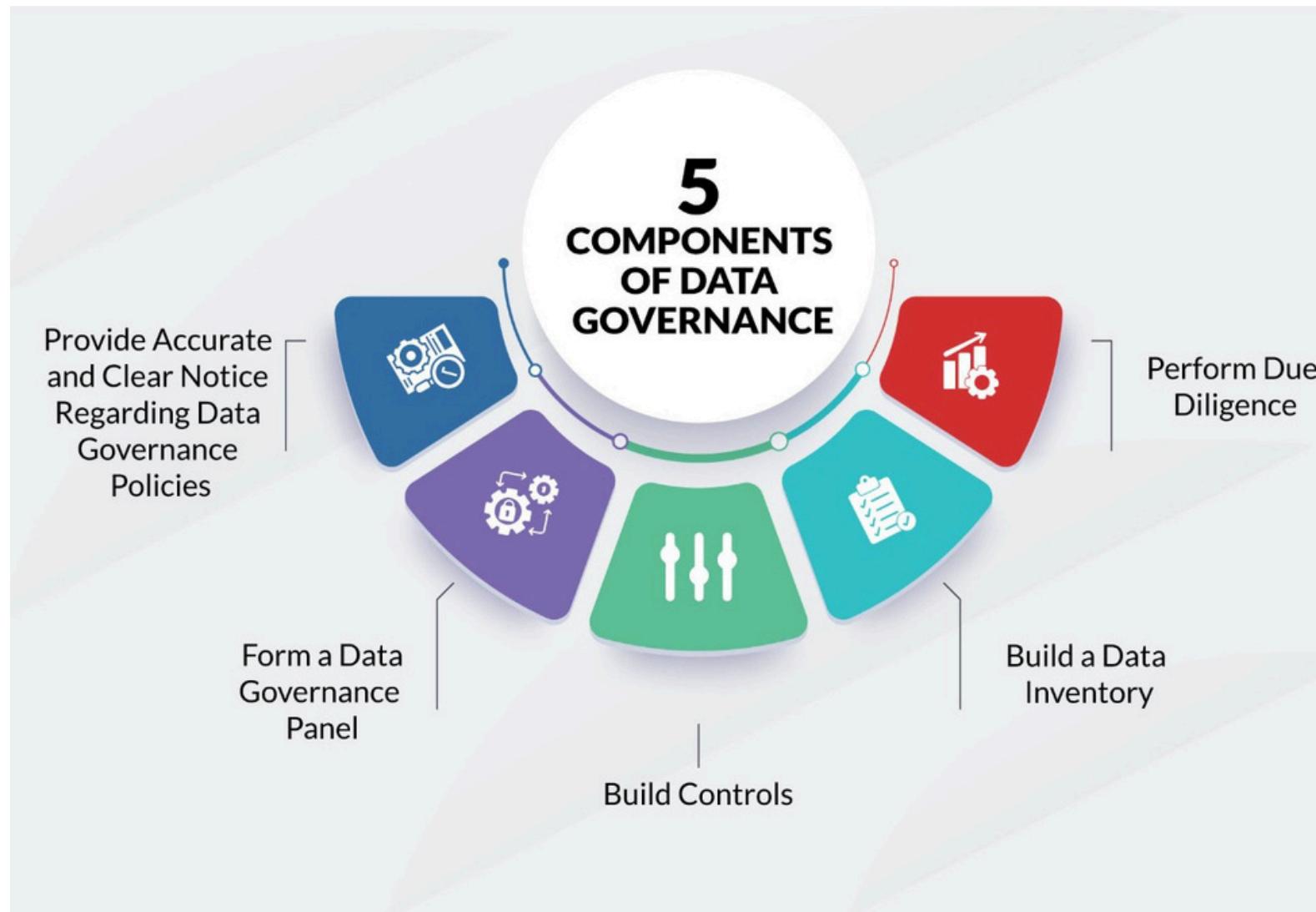
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- **Controls:** how people and systems use data moving both internally and externally

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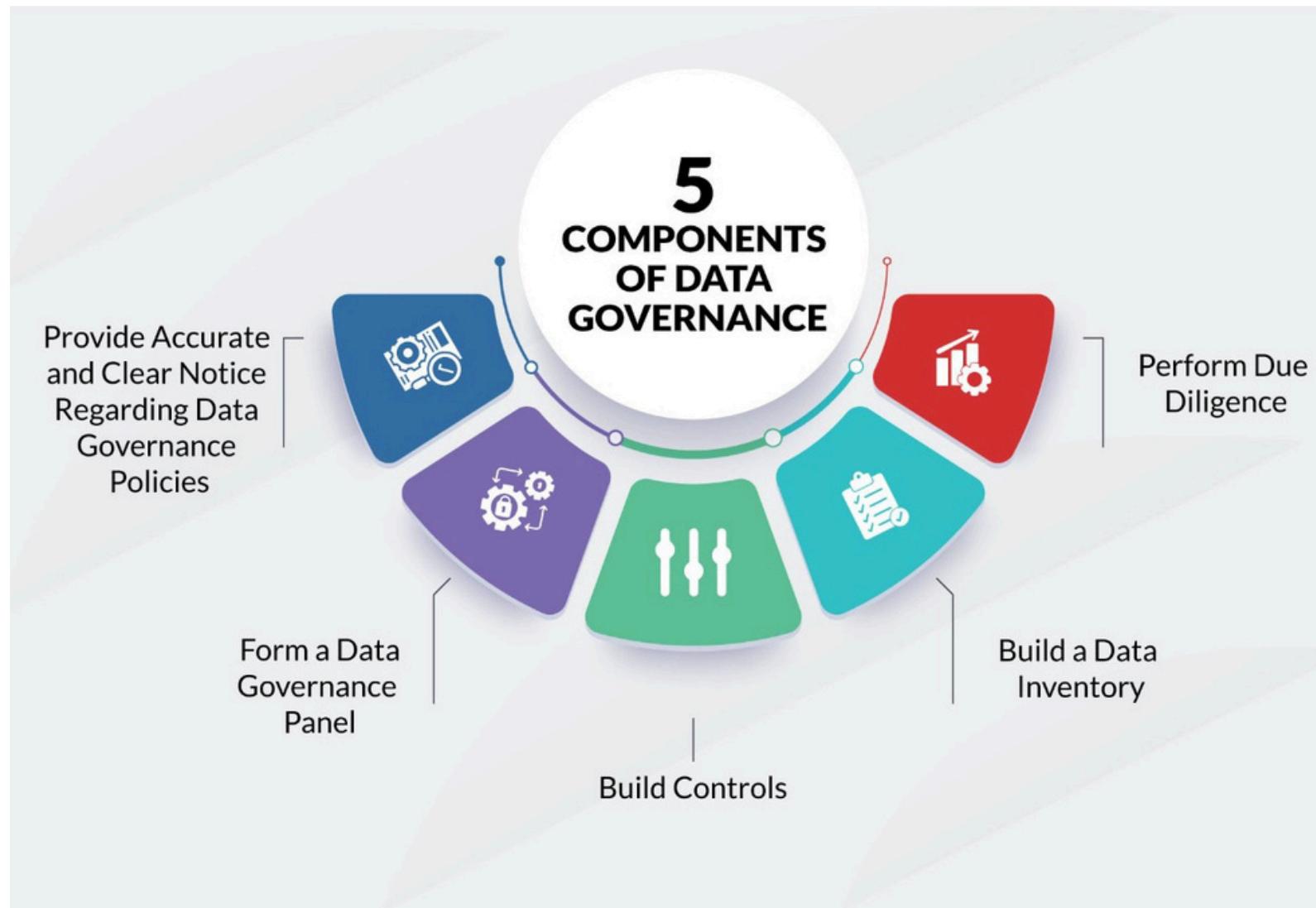
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- **Build Data Inventory:** collected data, how they are stored and how they are protected

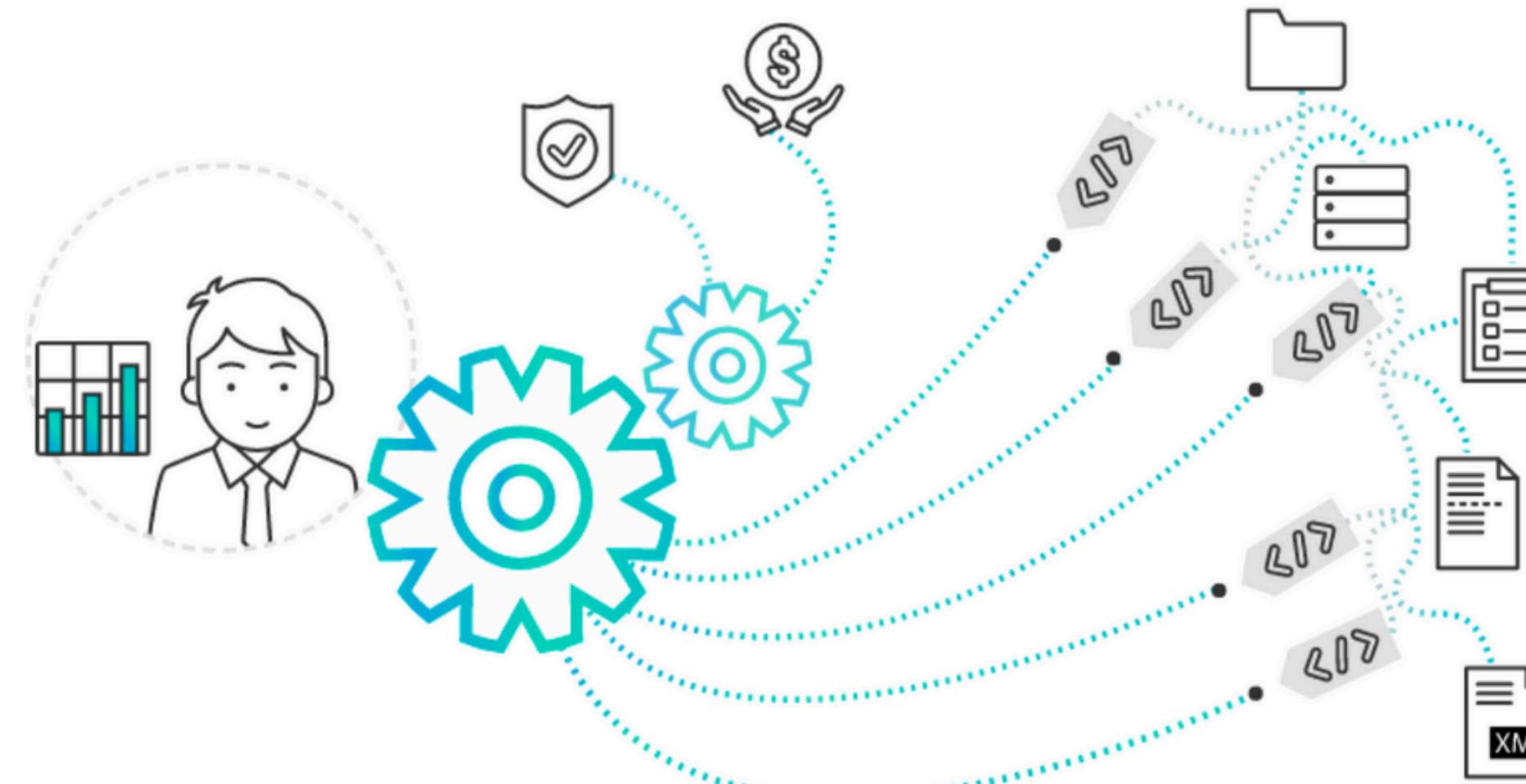
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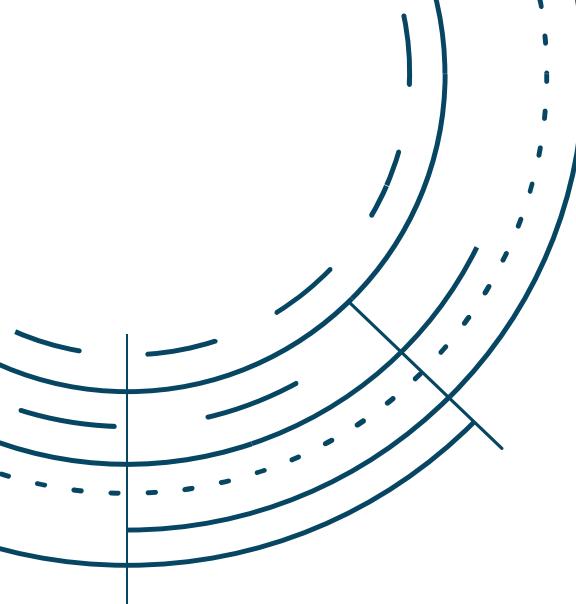


- **Due Diligence:** involves checking who has access to which data and where the data is moving

# METADATA & DATA GOVERNANCE



Today, there's an immense amount of data available, but without **Metadata**, this data appear as incomprehensible and unusable. Therefore, Metadata is what enables the use of data to enhance business value.

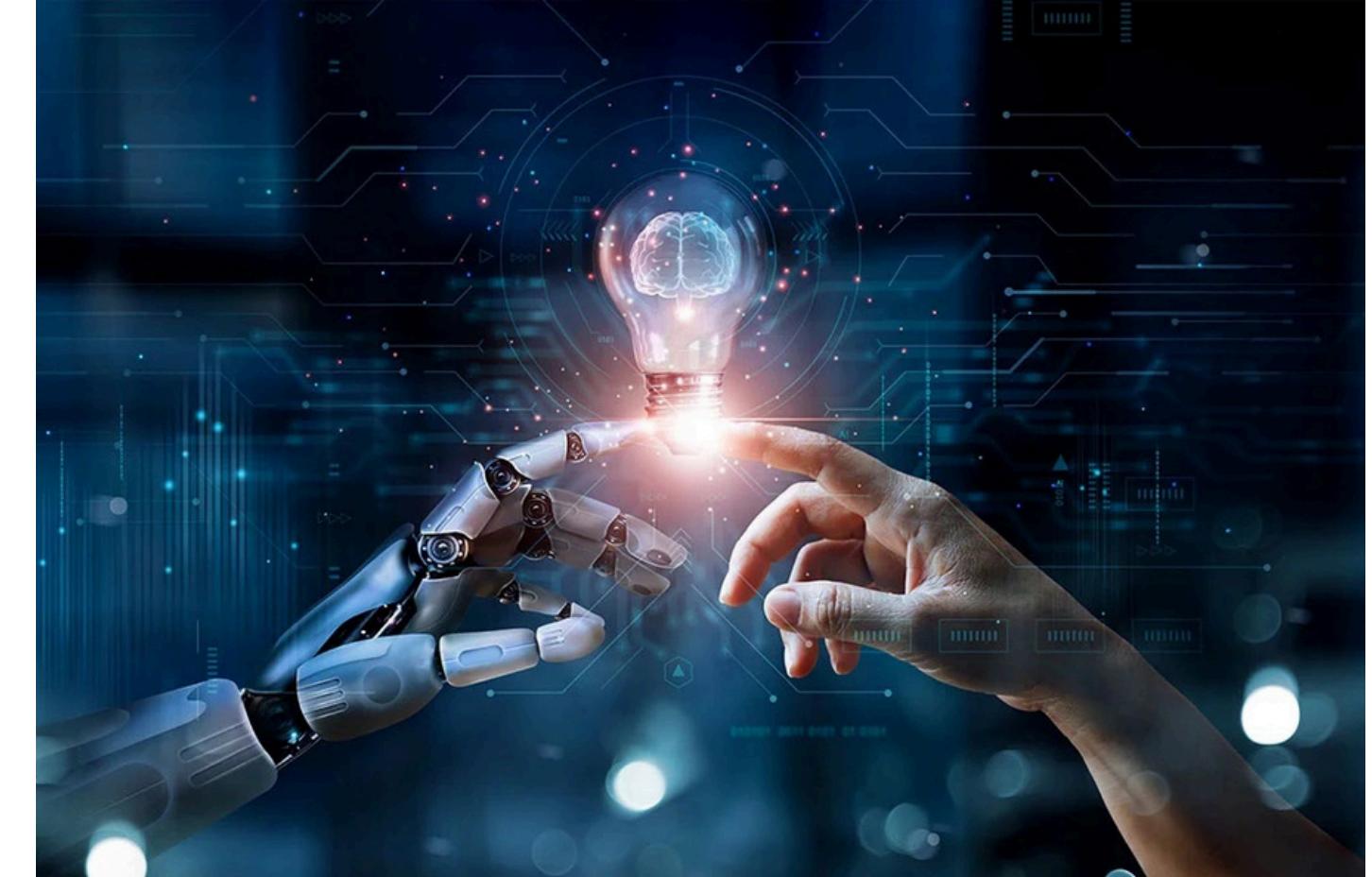


# TRICKY PROBLEMS

How can we make Data Governance more rewarding for users?



How can we employ AI to improve the Metadata management?





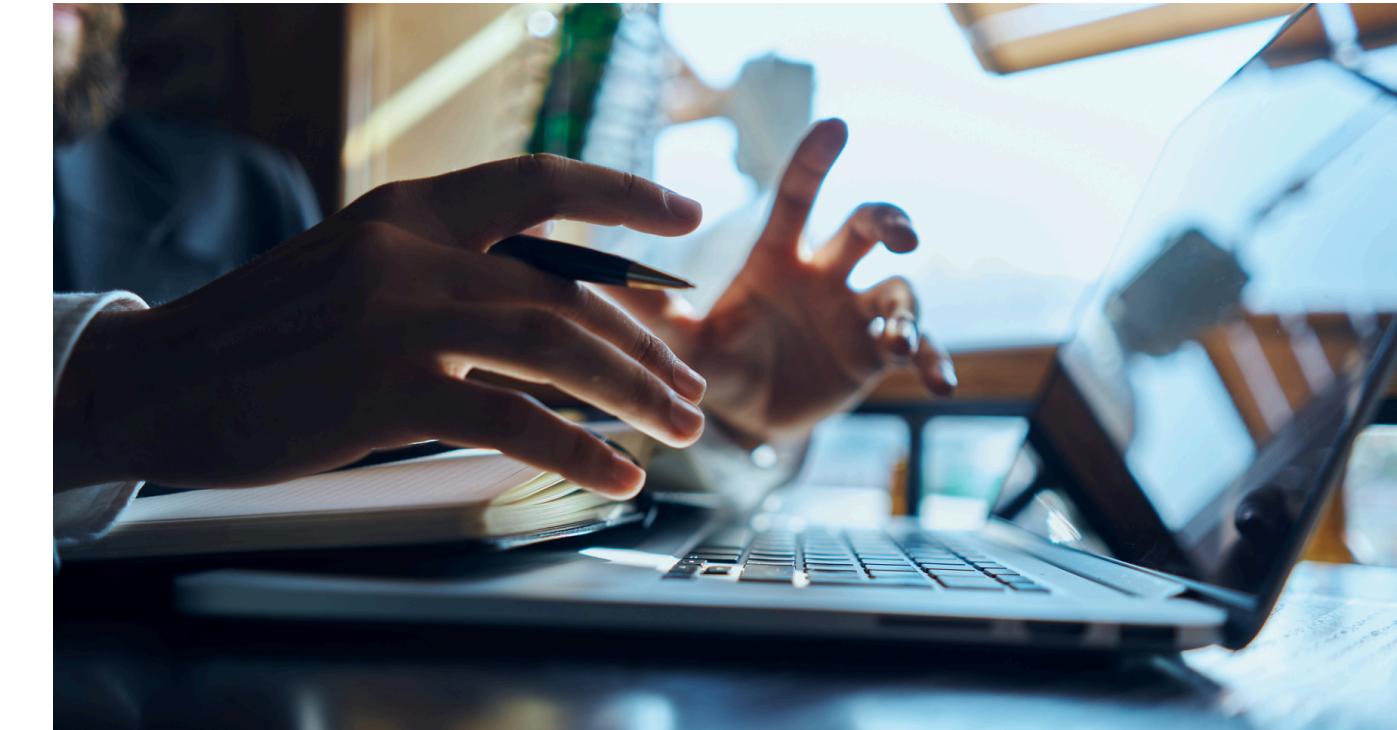
# MAKING DATA GOVERNANCE MORE REWARDING FOR USERS

## ASSIGNING A PART OF THE DATA GOVERNANCE WORK TO THE FINAL USERS



### TRUST

We can assume that users who frequently use a platform find it useful and trust it.



### INVOLVEMENT

Engaging users who have an interest in the platform's content leads to collect more relevant and truthful data.



# MAKING DATA GOVERNANCE MORE REWARDING FOR USERS

## A POSSIBLE STRATEGY

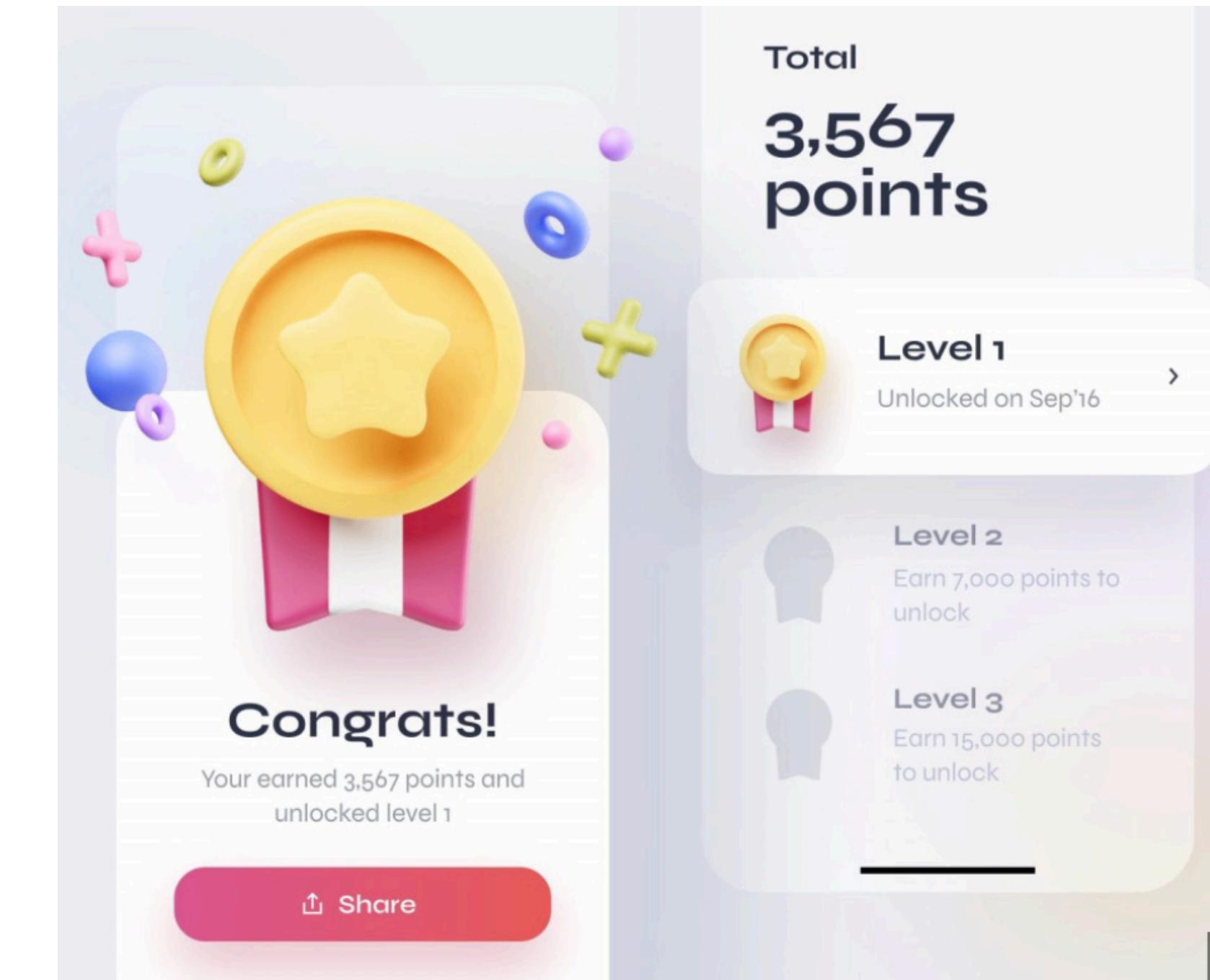
1. Data Collection based on User Activities
2. User Profiling and Community Detection
3. Request to provide data and Metadata from users based on their interests



# WHY USERS SHOULD PROVIDE THEIR DATA & METADATA?

## Gamification-based approach

1. The user who provides informations receives points that can be used within the platform to further enrich his User Experience.
2. Providing valuable informations increases your relevance: “top relevant” users can partecipate in a contest with prizes.



# IMPROVING DATA & METADATA QUALITY WITH AI

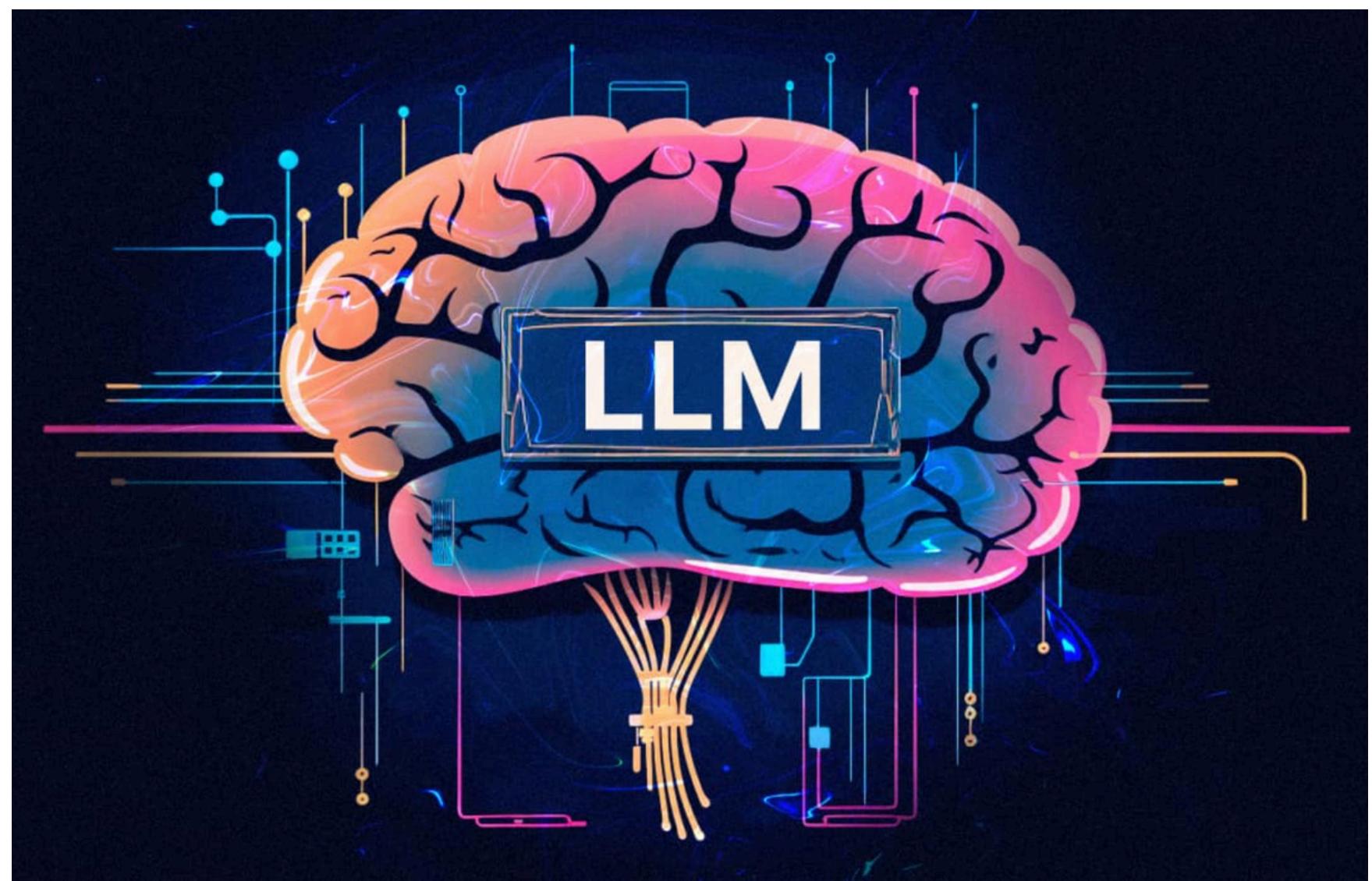
## LARGE LANGUAGE MODELS

Advantages:

- Powerful Models
- Natural Language Understanding
- Data Augmentation & Imputation

Disadvantages:

- Data Privacy
- Data Accuracy
- Hard to explain (impossible?)





# IMPROVING DATA & METADATA QUALITY WITH AI

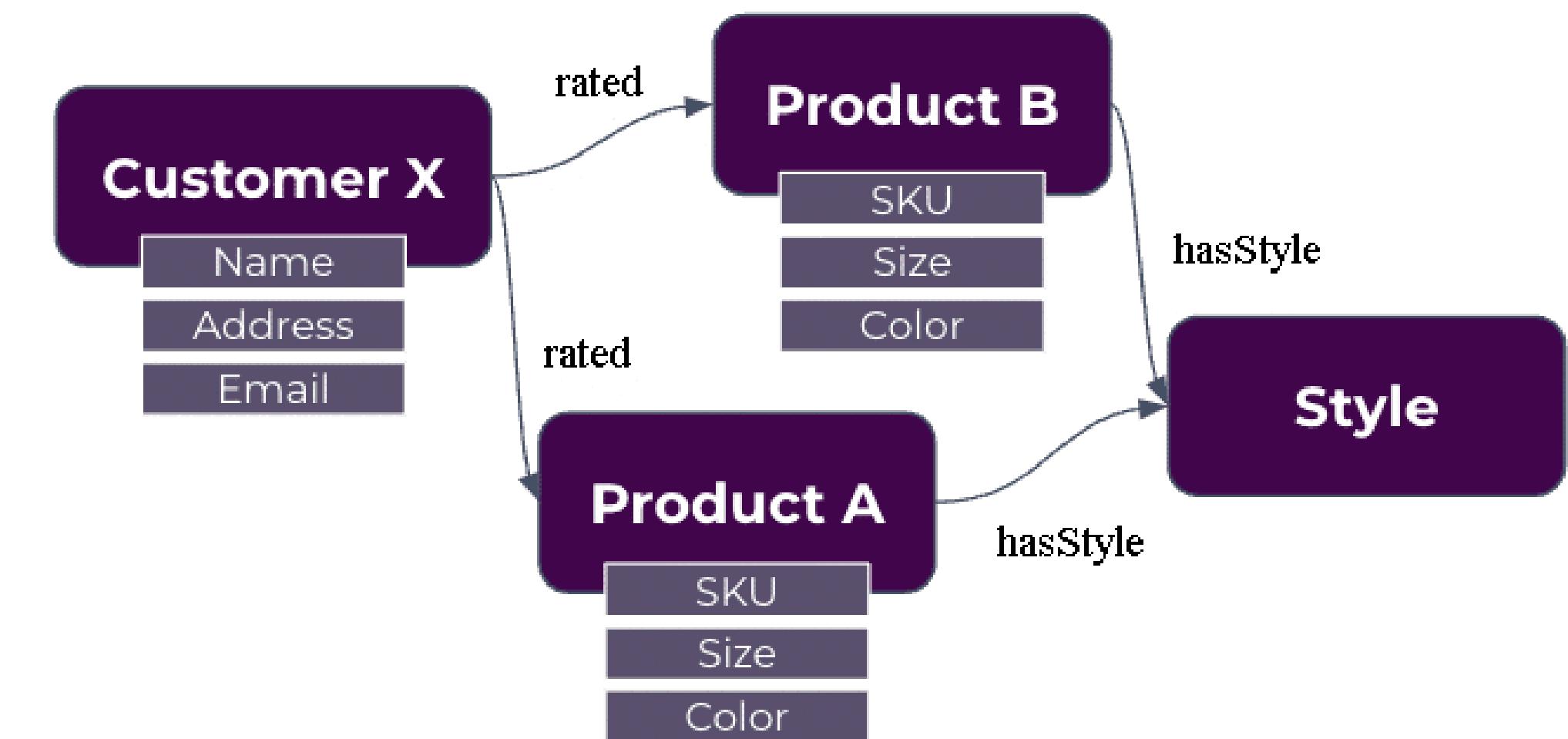
## USER RELIABILITY VALUATION

Advantages:

- Data Accuracy and Coherence
- Easy to validate by Human Experts

Disadvantages:

- Not trivial to implement (Reasoning!)
- Equity and Fairness



*Thank You*