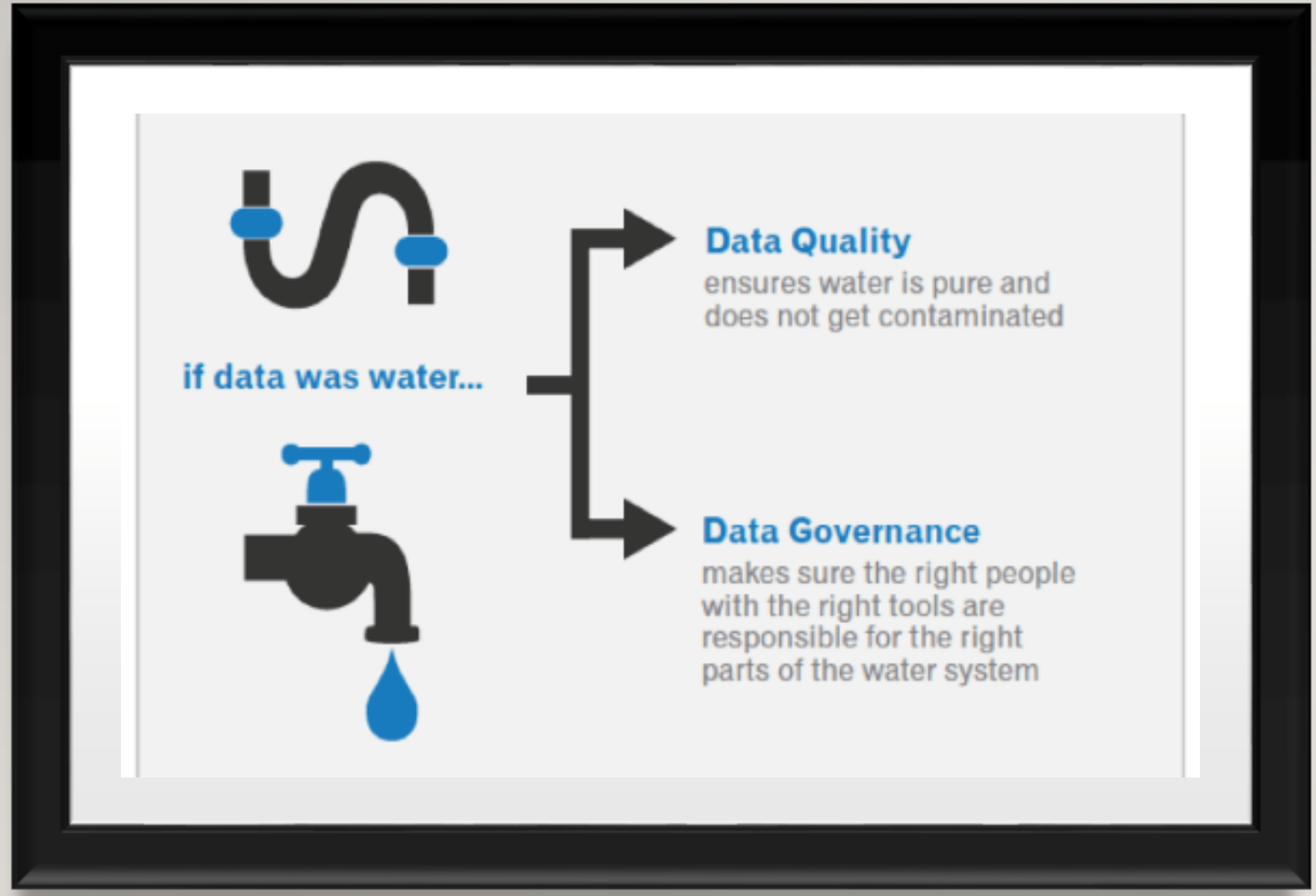


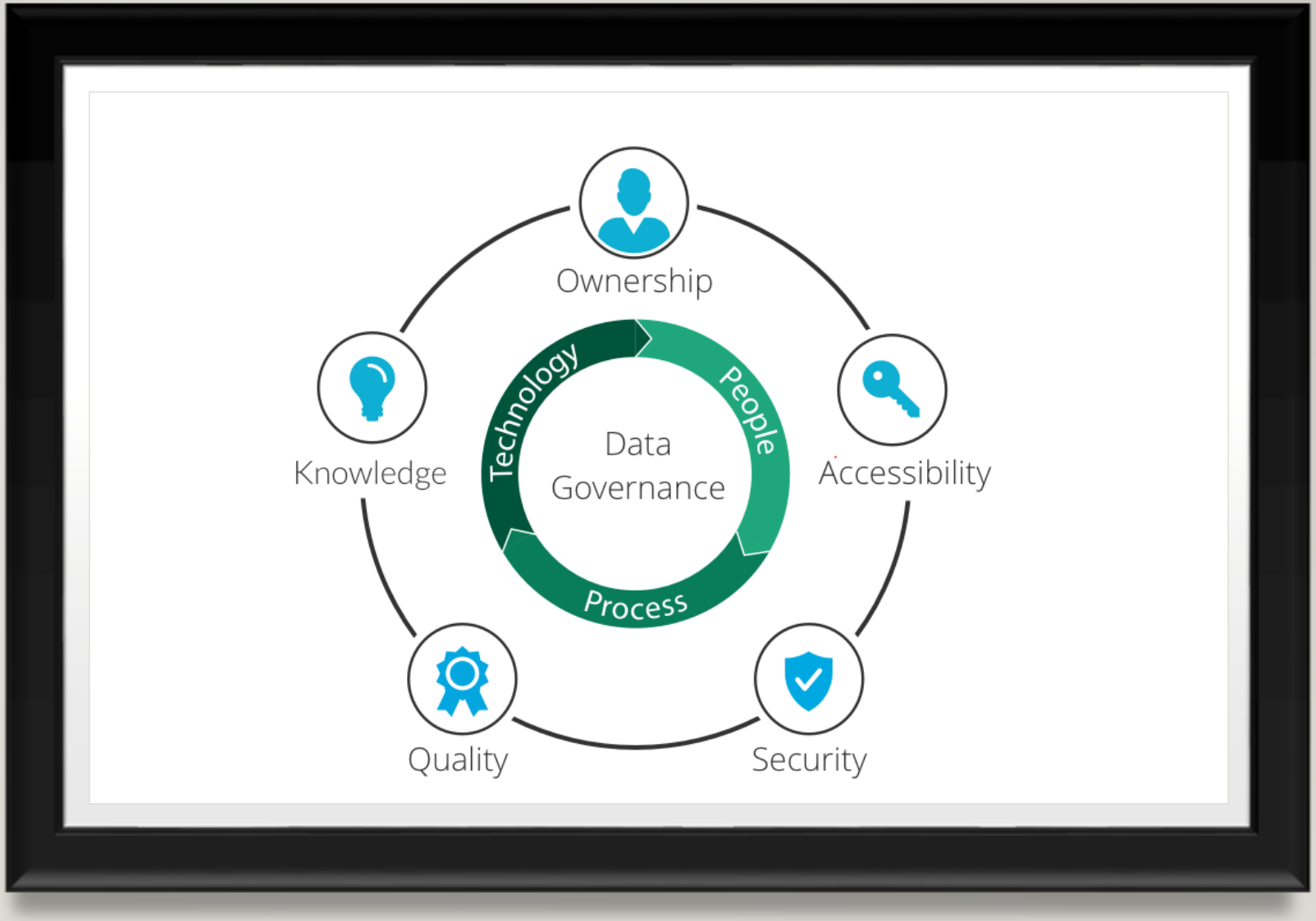
DATA GOVERNANCE

THE PRINCIPAL OF A CLEAN & USABLE DATA WAREHOUSE

NO REPORTING FROM DATA WILL BE ACCURATE IF NO DATA GOVERNANCE IS IMPLEMENTED & PRACTICED

- Reporting of data often late.
- Can't seem to find what we need.
- Hassle to get the right data.

DATA GOVERNANCE MEANS:



TMI USES MULTIPLE DATA READING TOOLS WHICH LEADS TO:

- Questioning of data.
- Mistrust among team members.
- Choose one data source/reader as truth and stick to it.

IMMEDIATE NEED IS TO GOVERN DATA BETTER.

- Identify one source of truth.
- Assign appropriate ETL/ELT processes' (data pipelines).
- Assign primary keys to Identify uniqueness.
- Choose appropriate data types.
- Only select what we really need from our data source.

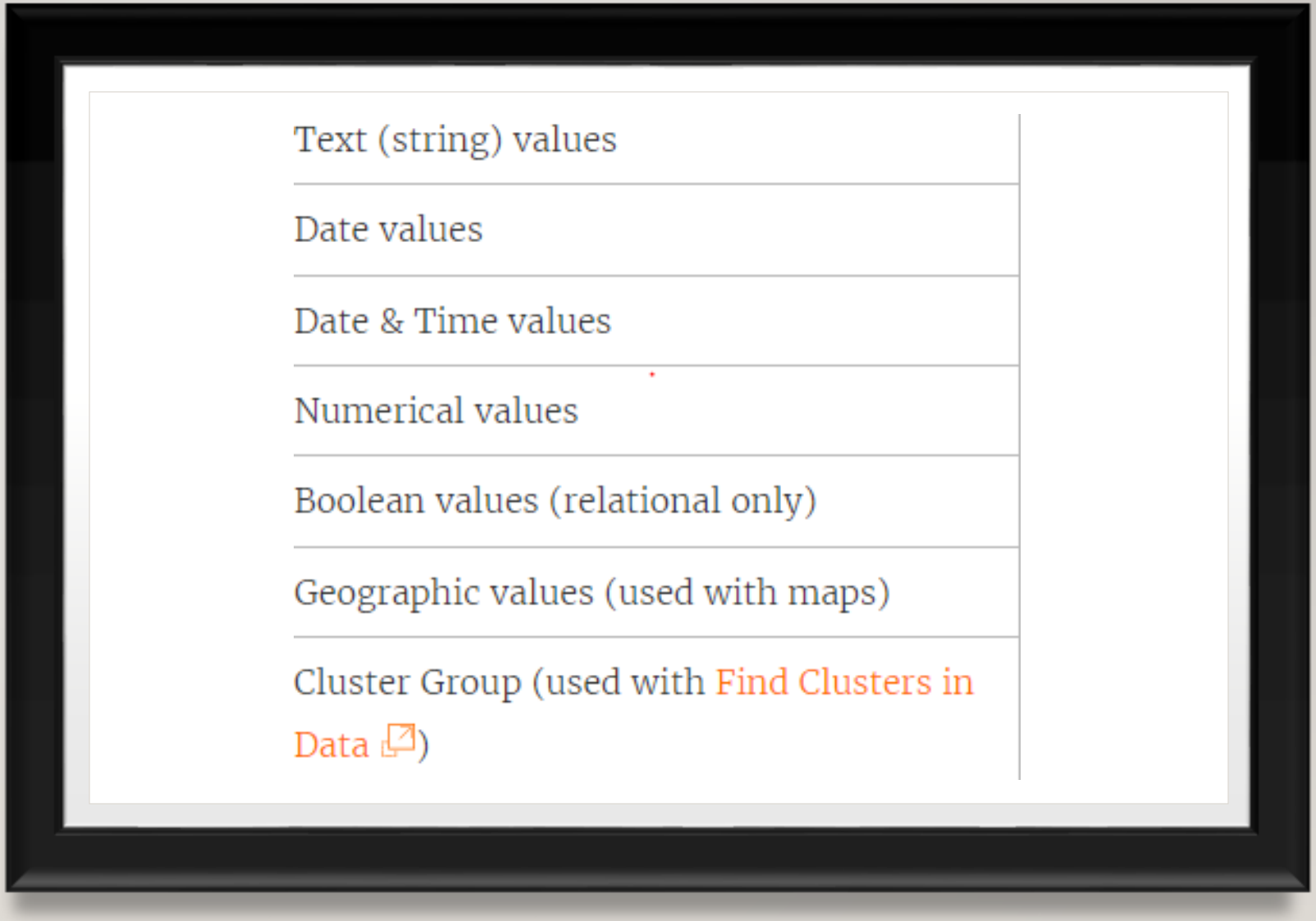
DATA TYPES DO MATTER

- Provide incorrect reports of data.
- Can take up much space where applied incorrect.
- Can slow done the process of retrieving data.

GOOGLE SHEETS DATA TYPES

- Decimal (up to 15 digits, scale from +308 to -308, also used to represent integers)
- Double precision floating point numbers
- String (max length: 50,000 characters)
- Boolean (TRUE and FALSE)
- Error code (e.g. #N/A, #DIV/0!, and #REF!)
- Note: Dates, Times, and Datetimes are stored as Decimals.

TABLEAU DATA TYPES



Text (string) values
Date values
Date & Time values
Numerical values
Boolean values (relational only)
Geographic values (used with maps)
Cluster Group (used with Find Clusters in Data)

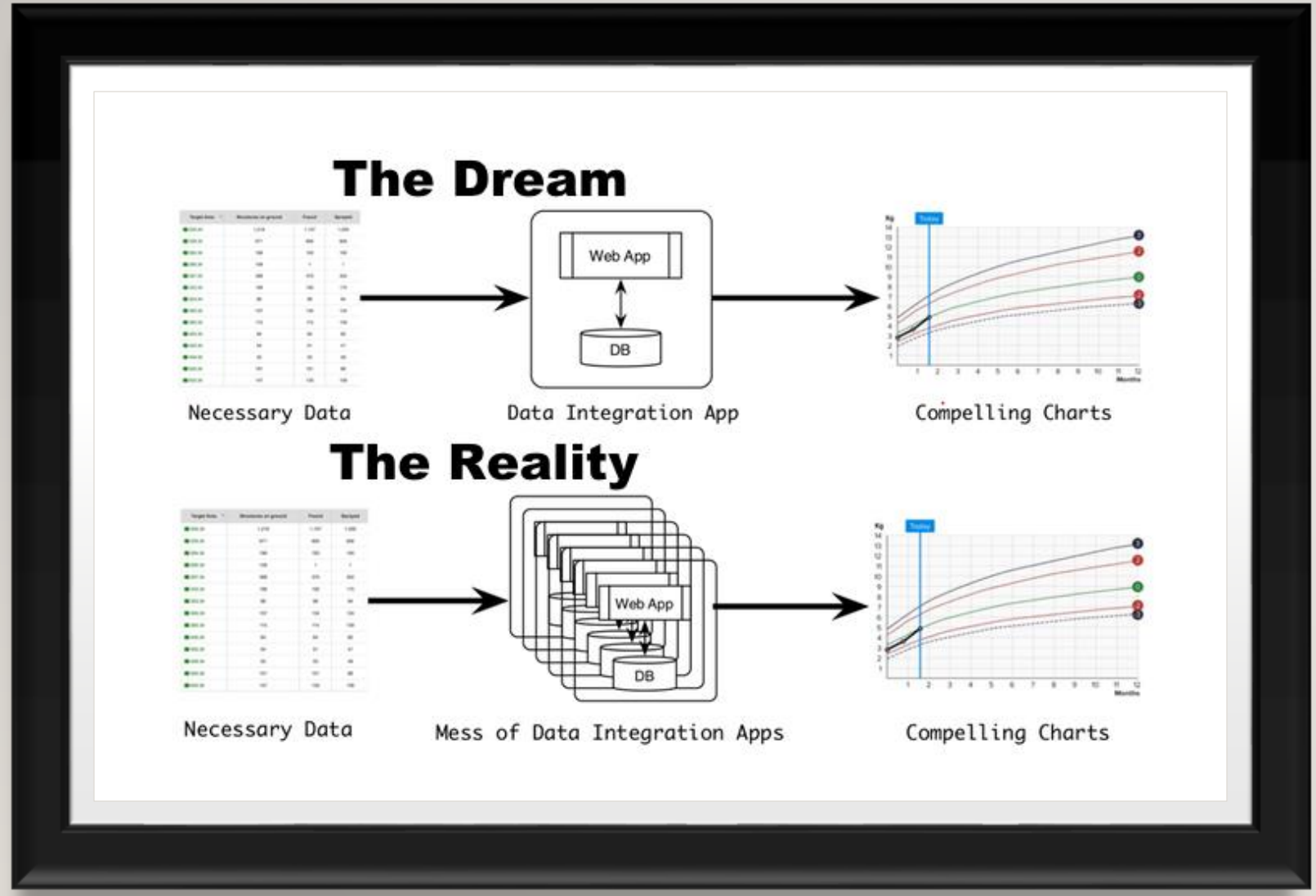
- `GEOGRAPHY`
- `JSON`
- `ARRAY`
- `STRUCT`

- `STRING`
- `BYTES`
- `NUMERIC`
- `BIGNUMERIC`

GOOGLE BIGQUERY DATA TYPES

SYSTEMS HAVE DIFFERENT WAYS OF READING DATA.

- This will lead to different output of data. Like we see in Bigquery, Campaign Manager, Tableau and Google Sheets.



WHAT WE STRIVING TOWARDS