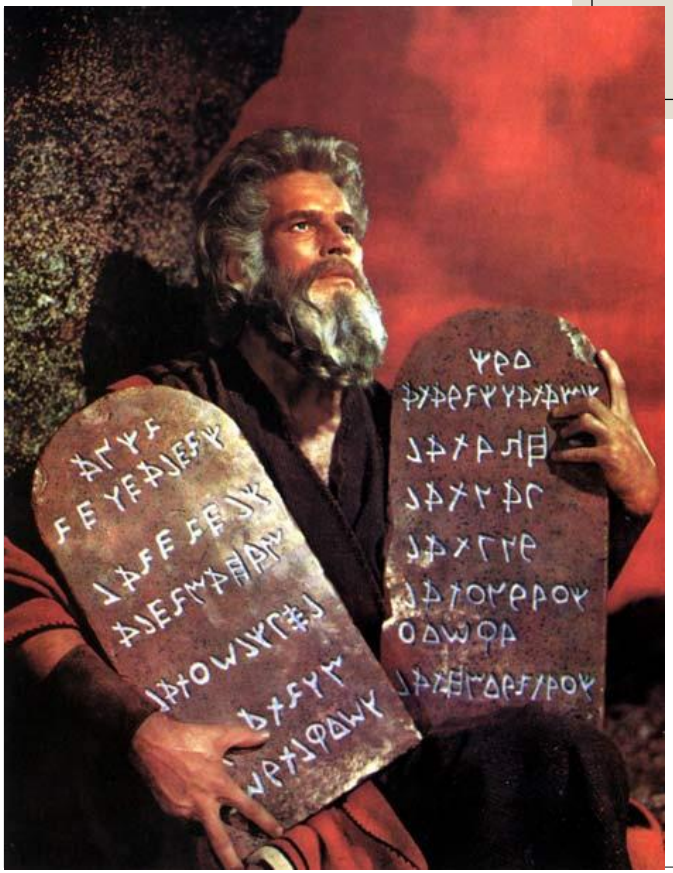


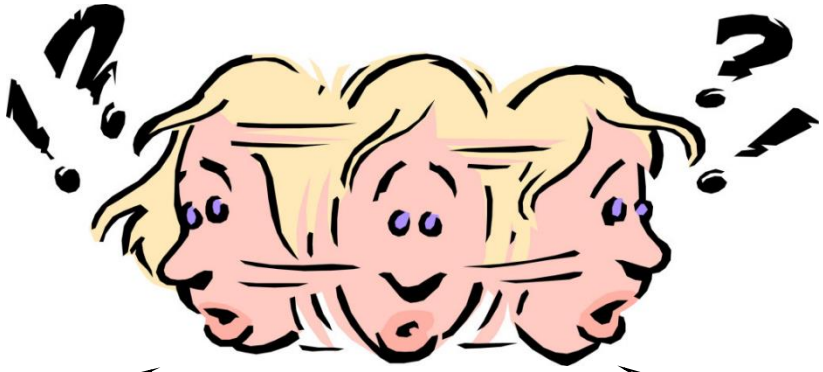
25 Data Principles To Abide By

Pravin Nadkarni

1. Data should have One Master

A data value should not be maintained by multiple systems

I've got to call the customer about their order …
But, which number should I call ???



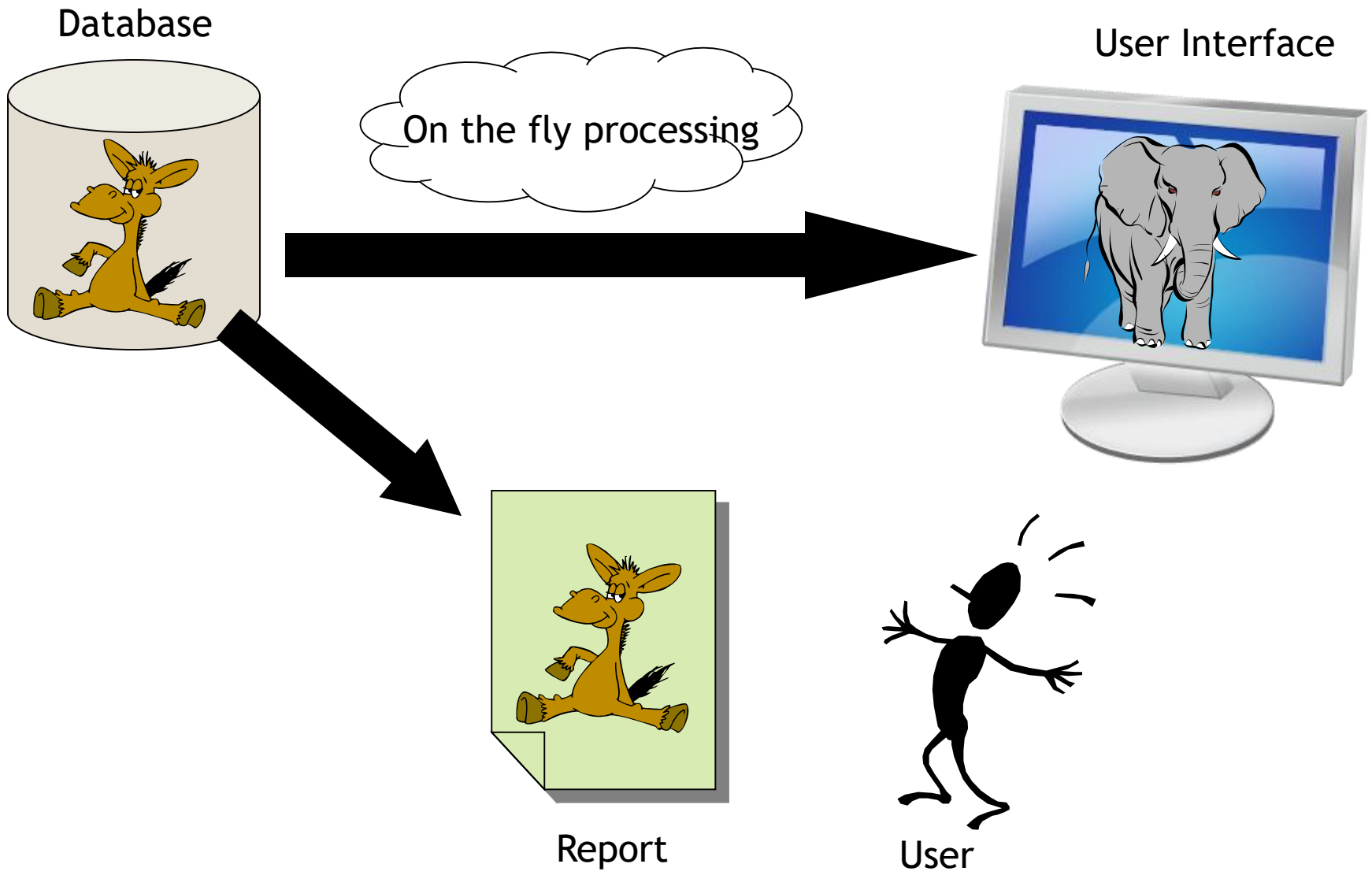
The phone number in CRM is different…

from the one in the Accounts system …

than the one in the Orders system!

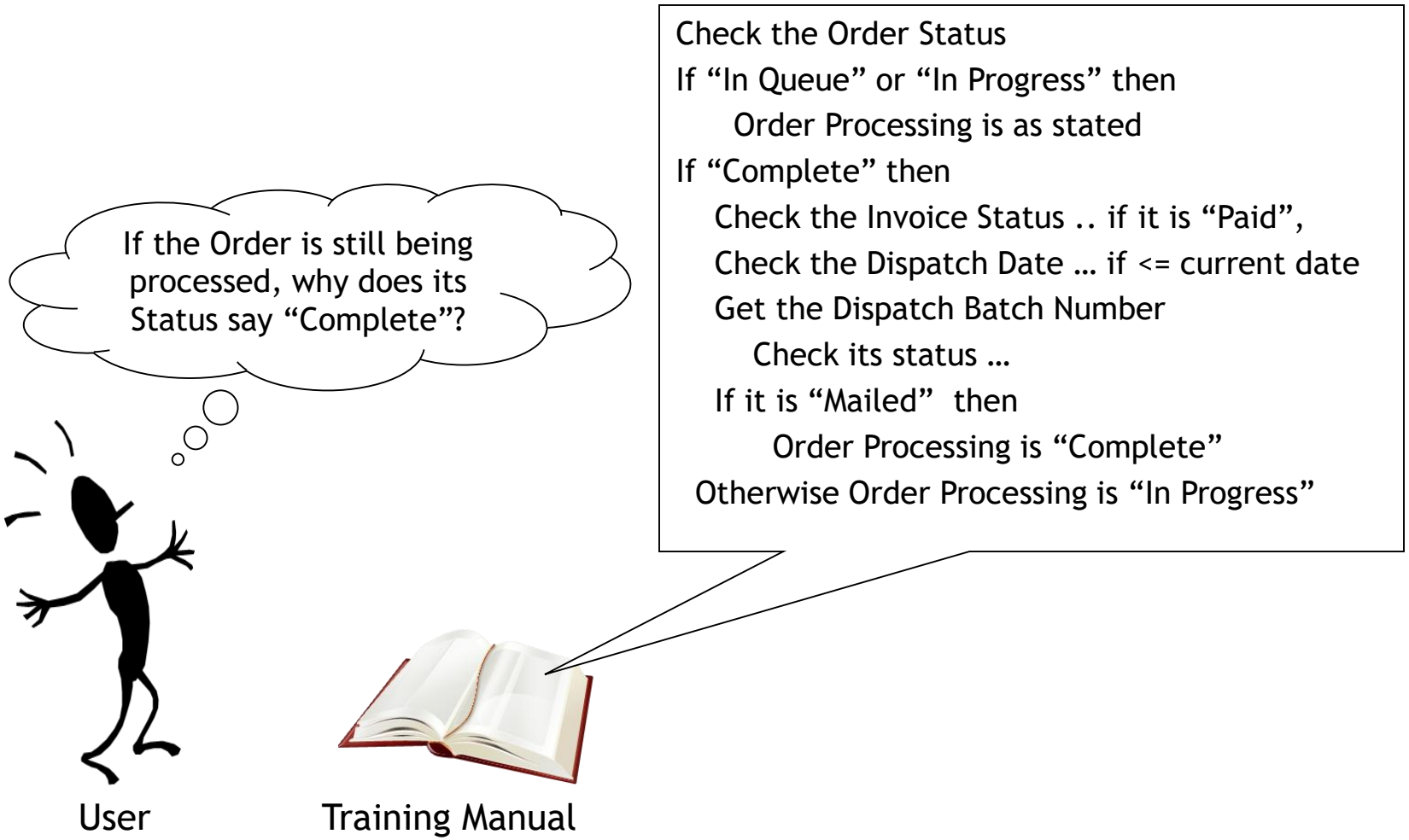
2. Store data as displayed

Do not apply business rules on-the-fly



3. Reflect status accurately in data

Do not train users to derive correct values in their heads



4. Keep data value simple and atomic

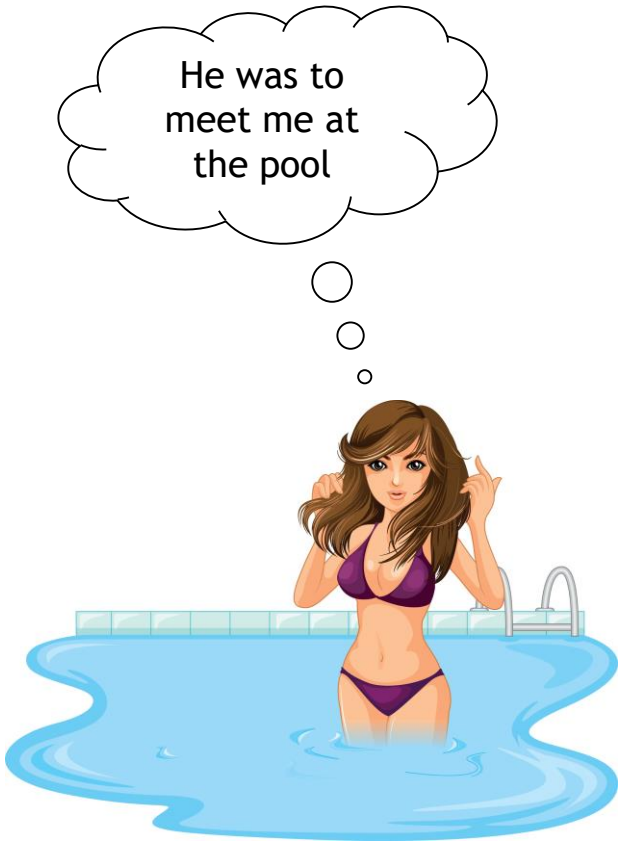
It should not mean multiple things

If the customer status is SMART
that means the customer is Single Male
from Albania who has Requested Termination.

Then, what's STUPID ?

5. Avoid ambiguity in data values

Prevent misinterpretation



6. Data meaning should be unique

Keep them distinct

7. Do not alter data meaning over time

People and processes rely on the data definitions

"FB" on NASDAQ until 2017 :

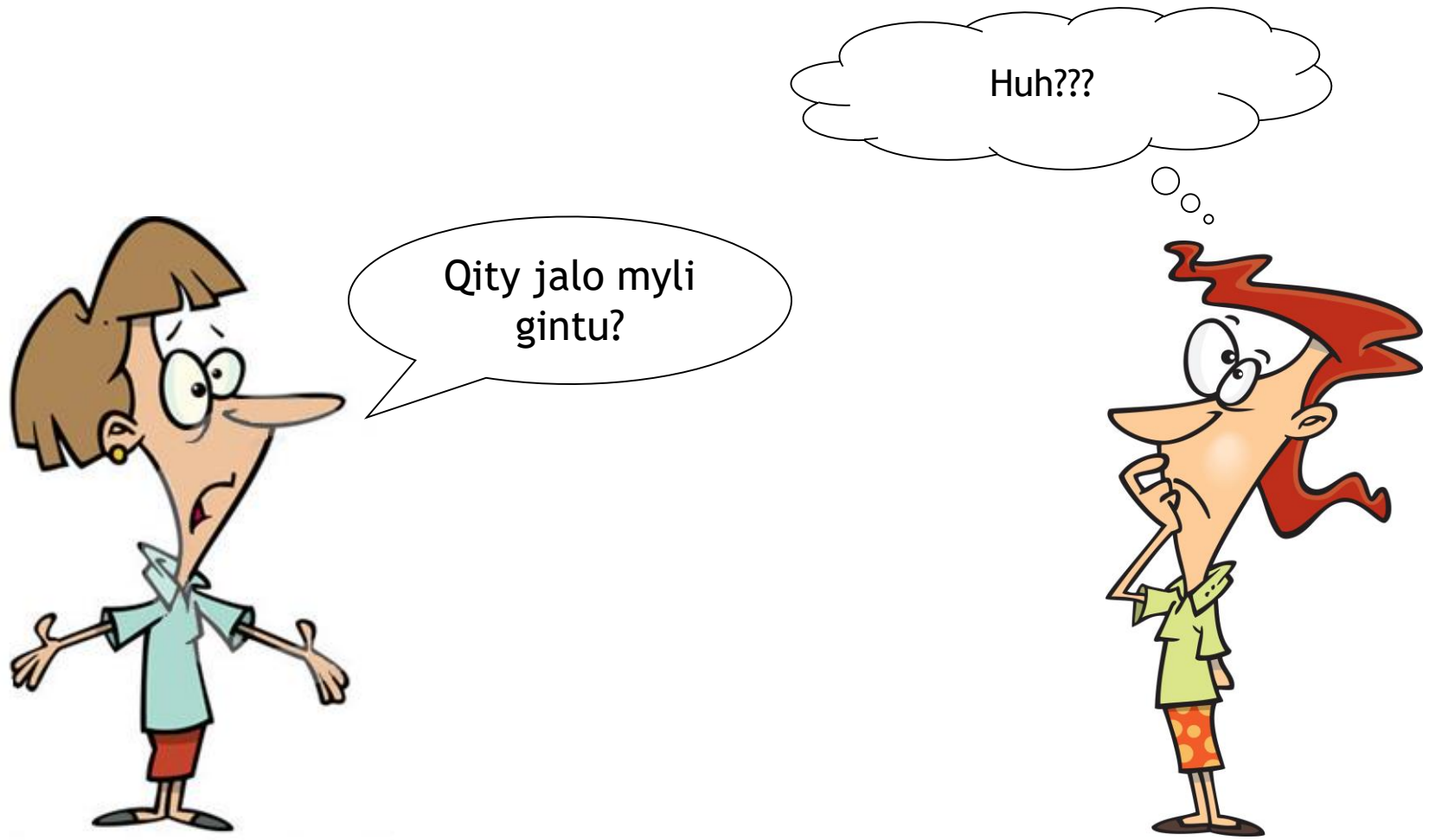
facebook

"FB" on NASDAQ in 2017 :

Franco Buena's Shady Inc.

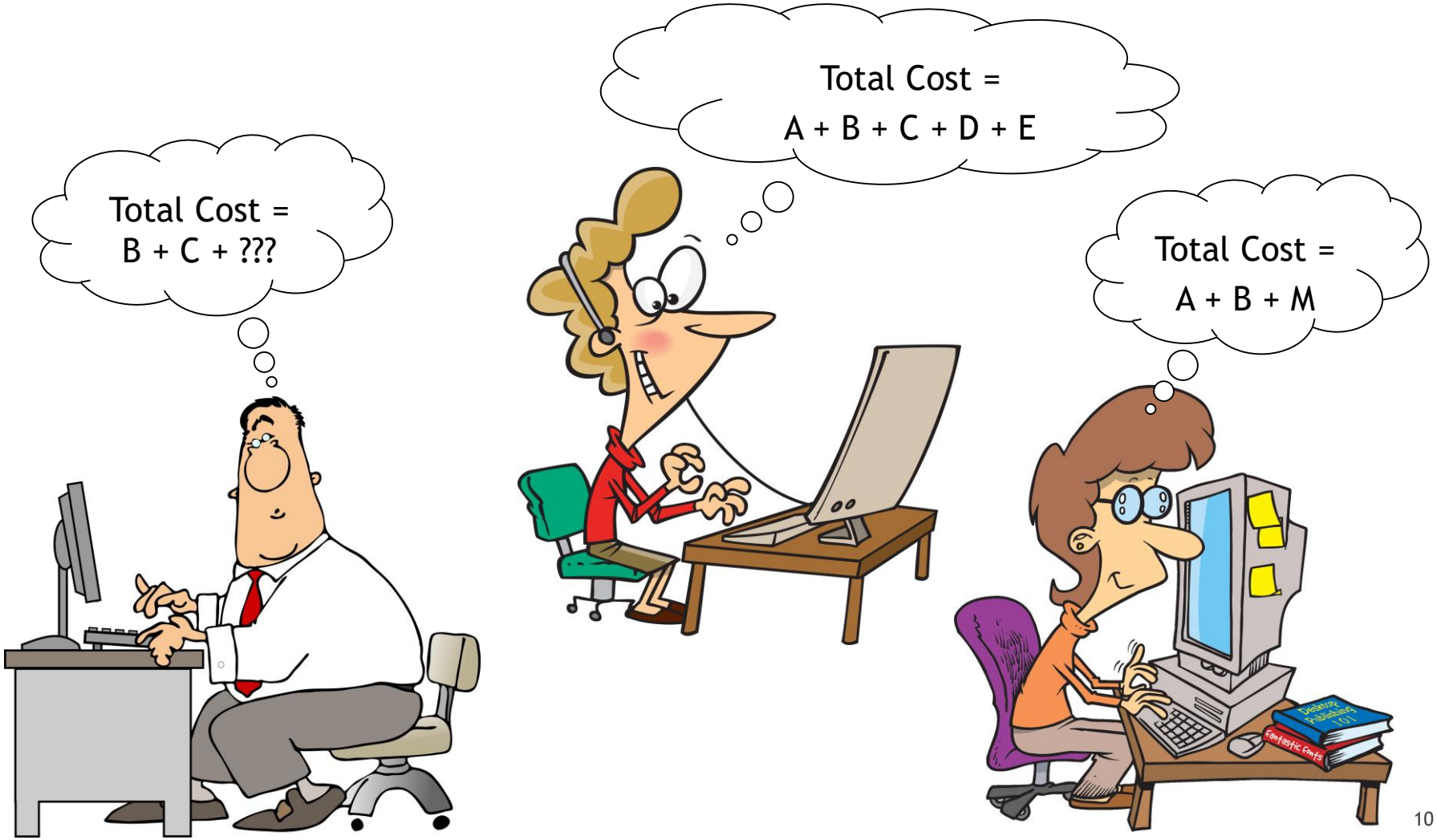
8. Adopt industry standard codes and structures

Simplify communication with other parties



9. Derive data once

Spare them the reinvention effort and agony!



10. Timestamp updates to data

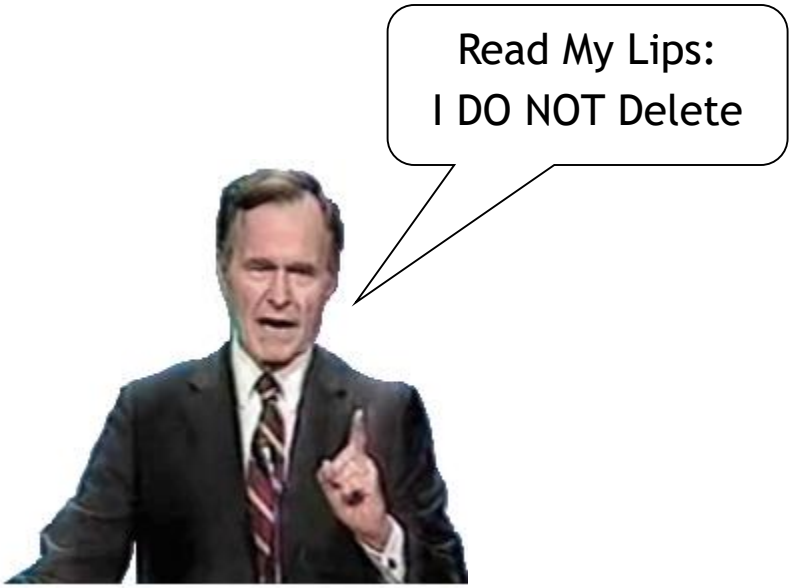
Otherwise, how would you know when events occurred?

When did we first land on the moon?

1776?

11. Systems should not drop records

Provide means to void them



Users press the delete button
no matter what they claim or deny.

It is best to void the records.

12. Do not repurpose data structures

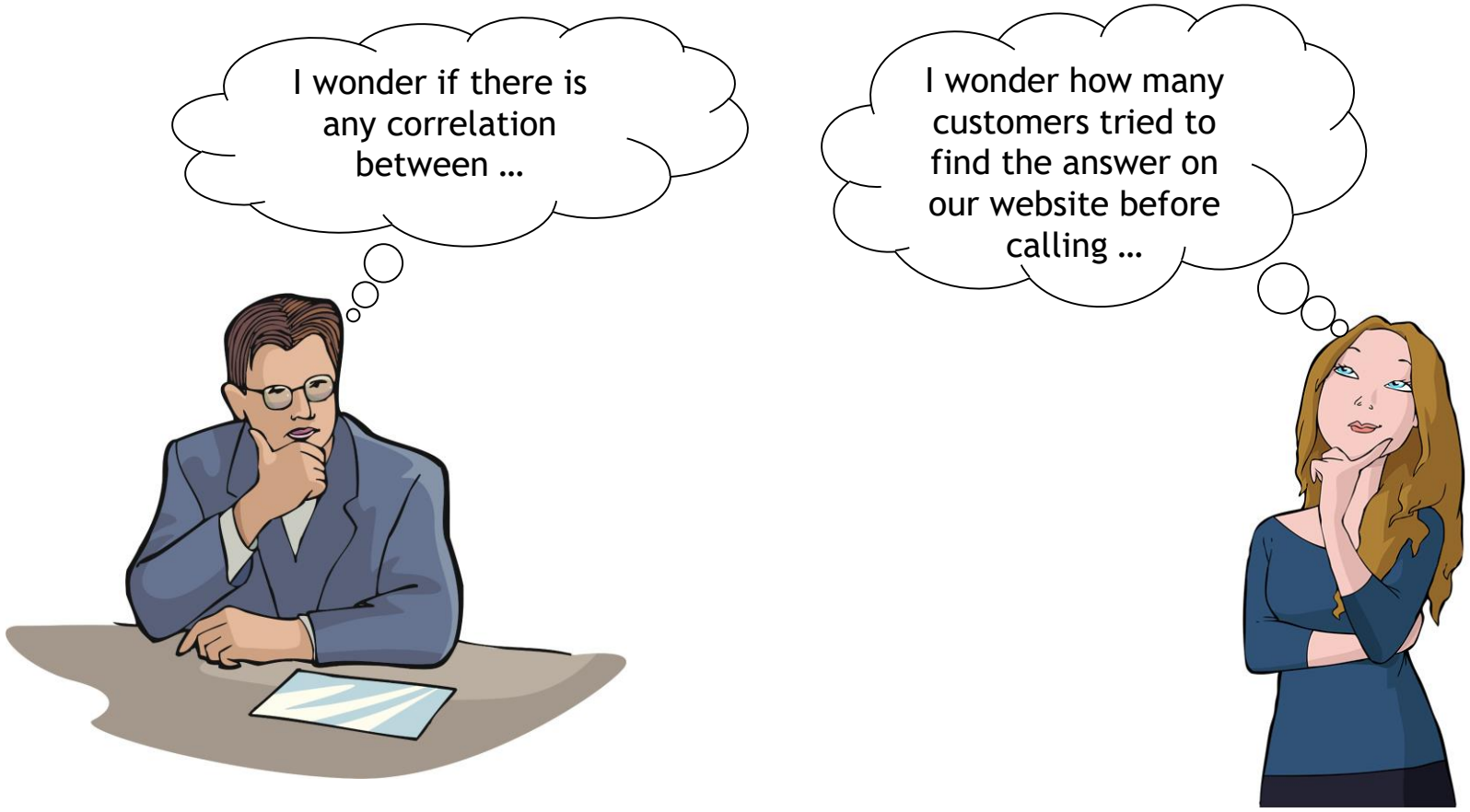
Use only as intended by its designer

13. Design data services for reuse

General purpose configurable services enable wider use

14. Collect all possible data

Someone will mine valuable insights from it one day



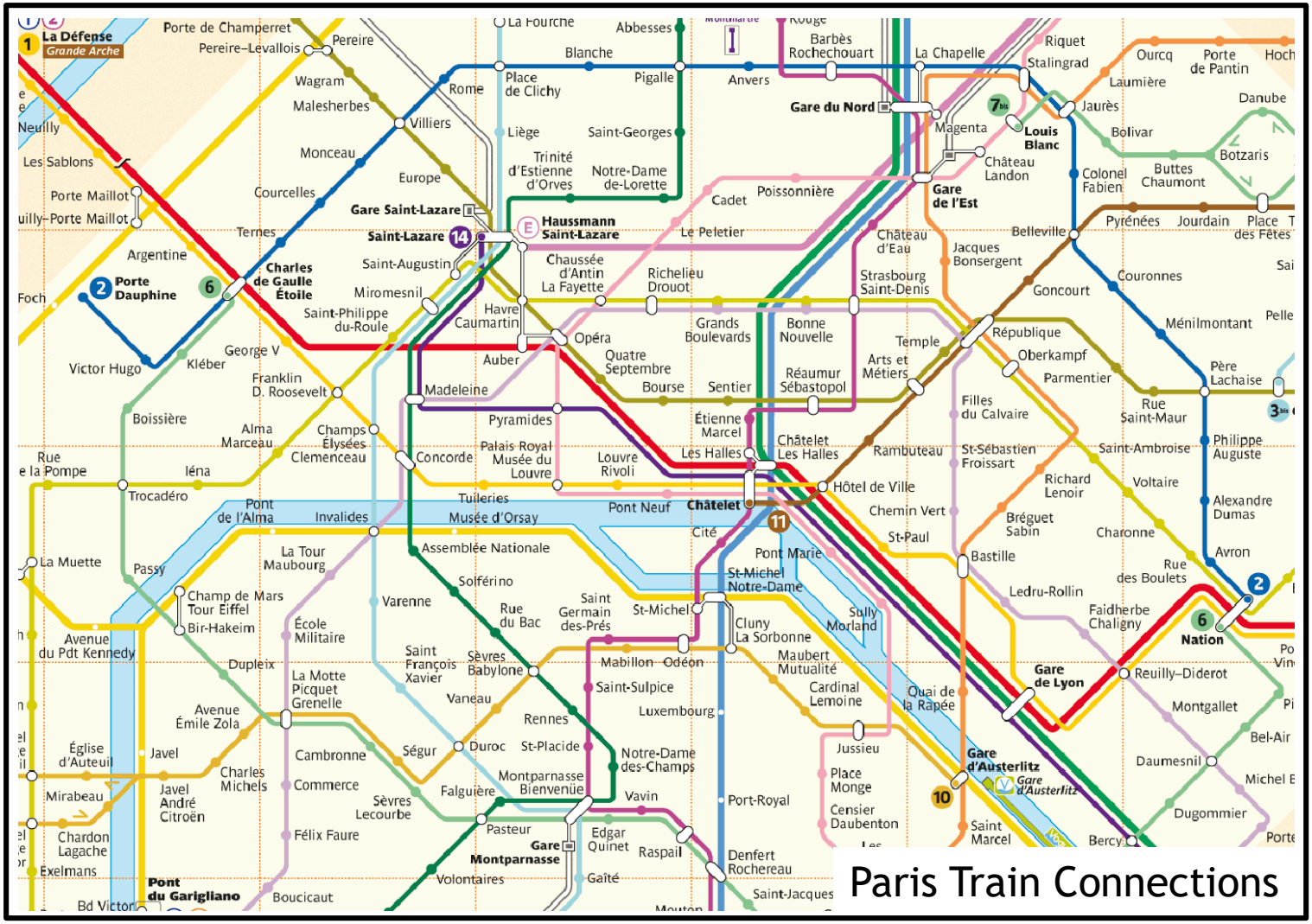
Gather data that may not be necessary for processing
but provides deep visibility into operations, interactions and behavior.

15. Capture data change history

Get snapshots of how data changed since its creation

16. Connect the data

Connections make them valuable

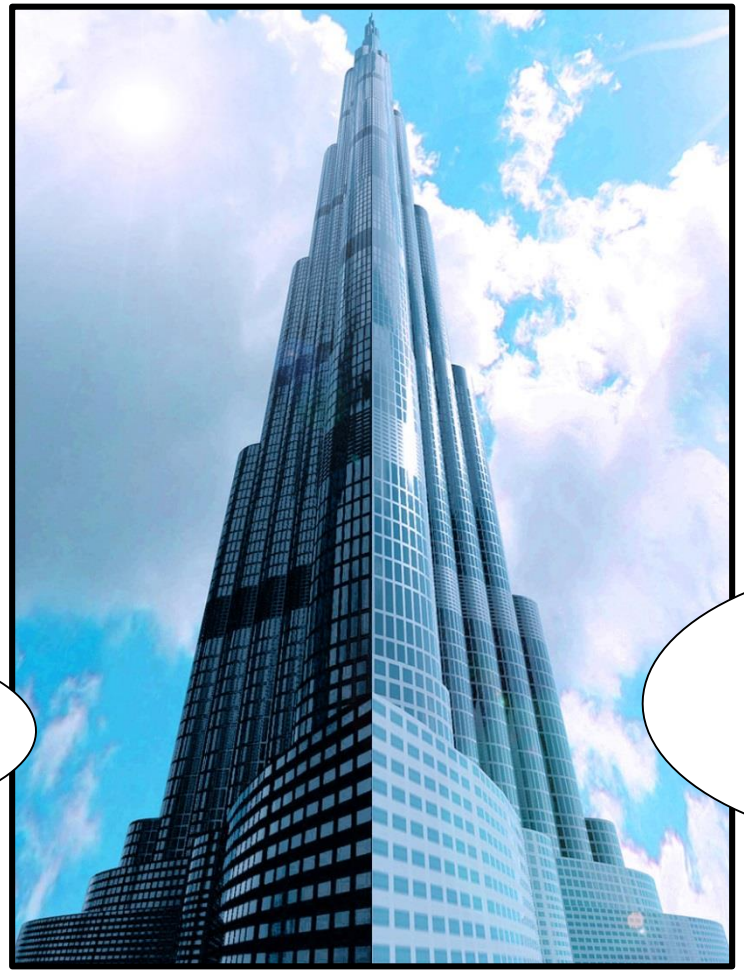


17. Plan ahead for data growth

Infrastructure should scale to meet the demand

18. Make data accessible

Authorized users should have easy access to information



Magnificent Building!

Would have been nice if it had elevators!!

19. Validate data at entry

You do not know what will get entered on the screen!

20. Correct data error at its source

Fix the root. Otherwise, you have to repair it again and again and ...

21. Be mindful of data dependencies

Upstream and Downstream

"… could not wait for foundation to be built. It would have impacted our schedule."

22. Apply data controls

Detect and prevent undesirable outcomes

23. Adopt uniform practices

It simplifies training, development and maintenance

24. Protect data

Users should have the minimum access necessary to do their jobs effectively

One breach is all it takes!

And finally, the Mother of All Principles

Please please ...
Think beyond your little systems !

Think Enterprise !!

Keep your sight on the big picture. Always.
Consider long term impact of all decisions.

TO SUMMARIZE …