**Data Management**

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**Data management Challenges**

Working with data is challenging; working with unstructured and poor-quality data seems to be an impossible task. The author describes “a lack of established processes” as one of the biggest challenges for data management. This makes sense if a company does not have established processes. It can be very hard for individuals working with data for the company to provide accurate and meaningful results. When your data is being pulled from multiple sources, mistakes and inconsistencies with the data become unavoidable. The author points out that poor data management processes can contribute to the wrong collection of data and, thus, inaccurate results.

During my summer internship, I faced this challenge. It was not only problematic because the company or, in this case, the team had multiple sources where the data was being stored, but what made it hard was that the team had no idea what data management was or how to implement it. Even worse, they feared the word data and wanted everything to be done manually through an excel file. This was tedious work, and it took forever to complete. Constantly I was pulling the wrong data and visualizing it, and when the final presentation came, the team found many inconsistencies in their data. Since there weren’t any processes established, it was hard to get the work done. I decided to create a document and start creating established procedures for the team in the future.

The second challenge I faced through my summer internship was correlated to two of the challenges described by the author. Number one, multiple data storage systems, and two, lack of data integration. as their name says, various data storage systems are one of the most significant challenges businesses face. Large organizations tend to have more locations to store and manage their data, which can be a conflicting process for data scientists and analysts. When you lack data integration, it makes the work harder to complete. During my summer internship, I faced both issues. I had to navigate alternative ways that weren't necessarily best practices to be able to come up with the result. This was due to following my manager's commands even though I showed the importance multiple times.

**Data management skills and tools**

The challenges they face described above could have been easily avoided if the team had a database to start with. This is something that I worked on during the summer to help him understand the importance of having one. This database design and planning, which ultimately means understanding the database design concepts and benefits and limitations of various types of databases, could have made my life easier. A data management tool that can be used for the team is workflow automation. This means that those repetitive tasks are automated, which speeds up the workflow and reduces human error. The team must understand that if they want the benefits of data, they need to implement best practices and avoid their fear of data and programming.

**Data Transparency**

It is crucial to start by defining what data transparency is. The author describes data transparency as giving those inside and outside the organization visibility into data. In recent years the importance of thinking about your customer and how your customer interprets data transparency has become imperative for all organizations. companies now provide visibility to the stakeholders within the organization and the training partners. Still, they have to think of a new constituent: the customer.

The ultimate benefit of data transparency is making companies more accountable, trustworthy, and responsive to all their constituents. Furthermore, it empowers the customers to make informed decisions based on what matters to them the most. In other words, organizations can engage with customers and create a stronger, more trustworthy connection, empower their customers to make informed choices, improve collaboration with suppliers and consumers, launch products that are more tailored to market interests, increase relevancy of up sales, and cross-sell opportunities through data transparency.

But why is it so difficult for companies to be transparent with their data? The author explains the common challenges incurred when data transparency processes are implemented. He starts by describing that not all the data from the organization resides in one easy-to-access centralized location. Furthermore, if your company has several business units, there might be a lack of definitions, language categorizations, and hierarchies, leading to a big challenge for data transparency.

**Key takeaways**

My biggest takeaway from this book is understanding the relationship between data management and data reliability. Thanks to this reading, the definition of data management has escalated to a whole new level. In the past, I used to believe that it was a necessary skill but not one that needed to be mastered when working with data, yet I was so wrong, and after my summer internship and this reading, I've learned the importance of data management.

**Conclusion**

In a world where data is held to such a high standard, it is essential always to have a clear structure when working with data. It is known that nowadays, companies prioritize data and data analysis in decision-making processes. Yet, some companies still lack the knowledge and skill in data collection, processing, and research. The vast amount of data that comes in is difficult to manage. And thus, effectively managing data has become extremely important for modern organizations. Understanding and helping a clear data management structure will help prevent the loss of time and resources spent collecting data and business intelligence.

Finally, as organizations continue to rely on digital technologies, it is crucial to have a robust data management strategy that can be implemented over time. The company must consider various policies, procedures, practices, and tasks when managing an organization's data. Even though data is powerful when making important business decisions, it is essential to realize that sometimes information is useless for business purposes. That is precisely why the company must select the right people and tools to ensure the excellent monitoring and management of data to make their business more efficient and profitable.