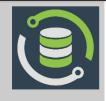
An Ode to Data Control





- If you can keep your data when all about you Are losing theirs and blaming it on you;
- If you trust your metrics when analysts doubt you, But make allowance for their doubting too:
- If you can query and not be tired by waiting, Or building models, adjust for outliers,
- Define ETL modules that are self-validating, And require contracts from data suppliers;





- If you can report-and not make KPIs your master;
 - If you can forecast-and not make compliance your aim,
- If you can make the overnight batch faster
 - And ensure the end results are just the same:
- If you can't bear two versions of truth spoken
 - Produced by silos to make a trap for fools,
- Or watch systems you gave your life to, broken,
 - And stoop and build 'em up with off-the-shelf tools;





- If you would make one lake with all your data And risk it on one vendor's big bang plan,
- And lose, and start again at invitation-to-tender *And salvage from the project, what you can:*
- If you can force your flat files and mainframe To serve datamarts when key DBAs retire,
- And so hold on when stakeholders proclaim Why (oh why) is our Data Quality so dire?





If you can talk with architects & keep your virtue,

Or walk with CEOs — nor lose the accounting touch,

If neither UTF-8 nor PII can hurt you,

If all teams count with you, but none too much:

If you can keep Data Owners beholden

To uploads that are timely and accurate and whole,

Yours is the Earth and clean records (golden),

And—which is more—you'll have Data Control!



https://datacontroller.io