* 1. **Why Data Quality Management and Data Governance Are Interconnected**

**1. Definition Review**

**Data Governance (DG) – *as per DAMA-DMBOK V2***

A system of decision rights and accountabilities for information-related processes, executed according to agreed-upon models which describe who can take what actions with what information, and when, under what circumstances, using what methods.

**Data Quality Management (DQM) – *as per DAMA-DMBOK V2***

The set of processes that ensure data is fit for its intended purpose and used consistently across the organization.

**2. How They Are Connected**

| **Area** | **Data Governance** | **Data Quality Management** | **Connection** |
| --- | --- | --- | --- |
| **Policies & Standards** | Defines what constitutes good data and who is responsible | Uses those rules to assess, clean, and monitor data | Governance provides the "why and who", DQM delivers the "how" |
| **Roles & Responsibilities** | Establishes roles like data owners and stewards | Enables those roles to take action on quality issues | Governance empowers stewards; DQM gives them tools and processes |
| **Issue Management** | Provides escalation and resolution frameworks | Detects and logs data quality issues | DQM identifies issues, DG resolves and tracks accountability |
| **Monitoring & Reporting** | Requires KPIs and reporting of data quality | Implements metrics and dashboards | Governance defines what is monitored; DQM executes the monitoring |
| **Compliance & Risk** | Ensures regulatory alignment (e.g., GDPR, HIPAA) | Validates that sensitive data is accurate and complete | Governance sets compliance needs, DQM ensures data meets them |

**Case Study 1: Global Retail Chain – Product Data Management**

**Problem:**

The company had inconsistent product descriptions, duplicate SKUs, and pricing errors across e-commerce platforms.

**Governance Actions:**

* Assigned **data owners** for product catalogs in each region.
* Created a **business glossary** to define key product terms (e.g., “retail price,” “discounted price”).

**Data Quality Actions:**

* Used data profiling tools to scan product data.
* Identified and removed **22,000 duplicate records**.
* Implemented validation rules for product dimensions and categories.

**Outcome:**

* Increased product data accuracy by 30%
* Reduced customer complaints by 40%
* Enhanced governance ensured **ongoing accountability**, while DQM ensured **continuous improvement**

**Case Study 2: Healthcare Provider – Patient Record Compliance**

**Problem:**

Inconsistent patient records caused delays in billing, duplicate tests, and non-compliance with HIPAA.

**Governance Actions:**

* Formed a **Data Governance Council** including compliance, IT, and clinical operations.
* Mandated **data entry standards** for patient intake (e.g., format of names, mandatory fields like DOB and insurance ID).

**Data Quality Actions:**

* Applied cleansing rules to standardize names, fix formatting, and deduplicate patients.
* Added checks for **completeness** and **validity** at data capture.

**Outcome:**

* 95% reduction in billing errors
* Increased patient safety by reducing record duplication
* Governance provided **rules and enforcement**; DQM delivered **technical execution and measurement**

**Case Study 3: Financial Institution – Regulatory Reporting**

**Problem:**

The bank failed an internal audit due to errors in regulatory capital reporting under Basel III.

**Governance Actions:**

* Created **critical data element (CDE)** lists for reporting
* Defined roles for each field (e.g., steward for “risk weight”)

**Data Quality Actions:**

* Conducted profiling to identify outliers and missing values
* Built dashboards for monitoring data quality in regulatory fields

**Outcome:**

* Passed the next audit with no findings
* Data accuracy for risk reports increased from 88% to 99.5%
* Governance ensured **strategic control and compliance**, while DQM ensured **data reliability**

**Key Takeaways**

* **Data Governance defines the framework, accountability, and expectations**.
* **Data Quality Management applies that framework in real, measurable ways**.
* Without governance, DQM lacks direction; without DQM, governance lacks execution.
* Together, they create **trusted, business-ready data** that supports operations, analytics, and compliance.