* 1. **Types of Master Data**

**Types of Master Data as per DAMA DMBOK v2**

1. **Customer Data**
   * **Description**: Refers to data related to the customers of the organization, including contact details, preferences, segmentation, and any other information required to engage with or serve customers.
   * **Example**: Customer names, addresses, phone numbers, email addresses, account numbers, and customer segment information.
   * **Use Cases**: Sales, customer support, marketing, billing.
2. **Product Data**
   * **Description**: Information about the organization’s products or services. This includes attributes like product name, description, pricing, specifications, and other details related to the product offerings.
   * **Example**: Product ID, product name, category, price, features, and product lifecycle data.
   * **Use Cases**: Inventory management, sales, marketing, product development.
3. **Supplier / Vendor Data**
   * **Description**: Data related to the organization’s suppliers or vendors. This includes details like the supplier’s name, contact information, and contractual terms.
   * **Example**: Supplier name, address, contact information, payment terms, product offerings.
   * **Use Cases**: Procurement, supply chain management, finance.
4. **Employee Data**
   * **Description**: Information about employees within the organization. This includes HR-related details such as names, job titles, salaries, departments, and other personal or professional information.
   * **Example**: Employee ID, name, department, job title, hire date, salary.
   * **Use Cases**: Human resources management, payroll, performance management, compliance.
5. **Location Data**
   * **Description**: Data related to geographical locations or physical entities that are used across various systems within the organization. This can include offices, stores, warehouses, distribution centers, or geographic areas.
   * **Example**: Country, state, city, office locations, store addresses, warehouse locations.
   * **Use Cases**: Logistics, retail operations, planning, reporting.
6. **Chart of Accounts**
   * **Description**: A standardized set of financial categories used in accounting, often in the form of a classification scheme for transactions in the general ledger.
   * **Example**: Account numbers, account names, account types, financial categories.
   * **Use Cases**: Financial reporting, accounting, budgeting.
7. **Asset Data**
   * **Description**: Information about the organization’s physical or intellectual assets, such as equipment, machinery, patents, or software.
   * **Example**: Asset ID, description, asset type, purchase date, location, depreciation value.
   * **Use Cases**: Asset management, maintenance scheduling, depreciation tracking.
8. **Financial Data**
   * **Description**: Information related to financial transactions and financial structure, which can include cost centers, business units, or project-related financial data.
   * **Example**: Financial accounts, cost centers, business units, revenue streams, budgets.
   * **Use Cases**: Budgeting, forecasting, financial reporting, compliance.

**Key Characteristics of Master Data:**

* **Consistency**: Master data is typically used across multiple systems, so it must be consistent and accurate.
* **Stability**: Unlike transactional data, master data doesn’t change frequently.
* **Shared**: Master data is often shared across various departments or systems in an organization to ensure a unified approach to key business entities.
* **Critical for Operations**: These are the core entities that help ensure smooth operations and reporting across various functions.

**Summary of Master Data Types in DMBOK v2:**

1. **Customer Data**
2. **Product Data**
3. **Supplier/Vendor Data**
4. **Employee Data**
5. **Location Data**
6. **Chart of Accounts**
7. **Asset Data**
8. **Financial Data**

Each of these types of master data serves as a foundational building block that the business needs to operate efficiently and make informed decisions.