

25 YEARS ANNIVERSARY
SOICT

HA NOI UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF INFORMATION AND COMMUNICATION TECHNOLOGY



HA NOI UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF INFORMATION AND COMMUNICATION TECHNOLOGY

IT4023/5425E - Data governance and visualization

L1 – Introduction to course

IT4023/E – IT5425/E

- 2 parts:
 - Data Governance
 - Data Visualization (Main Focus)
- Evaluation:
 - Project: groups of 2
 - Propose subjects
 - Mid-term / Final Note: 4:6

Schedule

Week	Content	Team work
1	Introduction, Data exploration	Build team / Propose topic
2	Intro to data visualization, Project proposition	Lab/Assignment
3	Visual Model, Perception Model	Lab/Assignment
4	Project Progress	15p / group
5	Table data visualization,	Lab/Assignment
6	Figure design	Lab/Assignment
7	Graph visualization	Lab/Assignment
8	Map visualization	Lab/Assignment
9	Project Presentation	15p / group



HA NOI UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF INFORMATION AND COMMUNICATION TECHNOLOGY

IT4023 - Data governance and visualization

L1 - Introduction to Data Governance

Outline

- Introduction to data governance
- Motivation
- Why data governance?
- Data governance ingredients
- Maturity models
- Data life cycle management

1.1 Introduction to data governance

Data governance

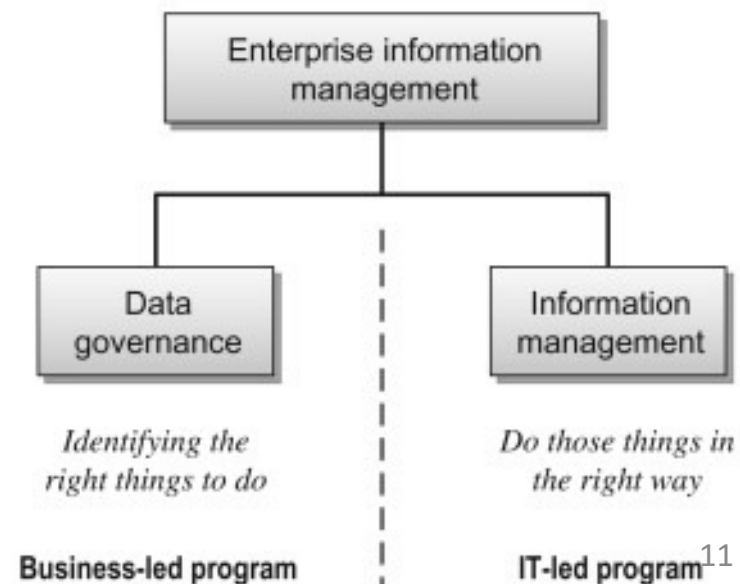
- **Data governance is a collection of processes, roles, policies, standards, and metrics that ensure the effective and efficient use of information**
 - for the end-to-end lifecycle of data (collection, storage, use, protection, archiving, and deletion).

Data
governance
is ...

- a set of guidelines for how people behave and make decisions about data

Data governance vs. data management

- Data management is the technical implementation of data governance.
 - Data governance without implementation is just documentation.
 - Enterprise data management enables the execution and enforcement of policies and processes.
- Data management refers to the management of the full data lifecycle needs of an organization.
 - **Cleansing and standardization**
 - **Masking and encryption**
 - **Archiving and deletion**

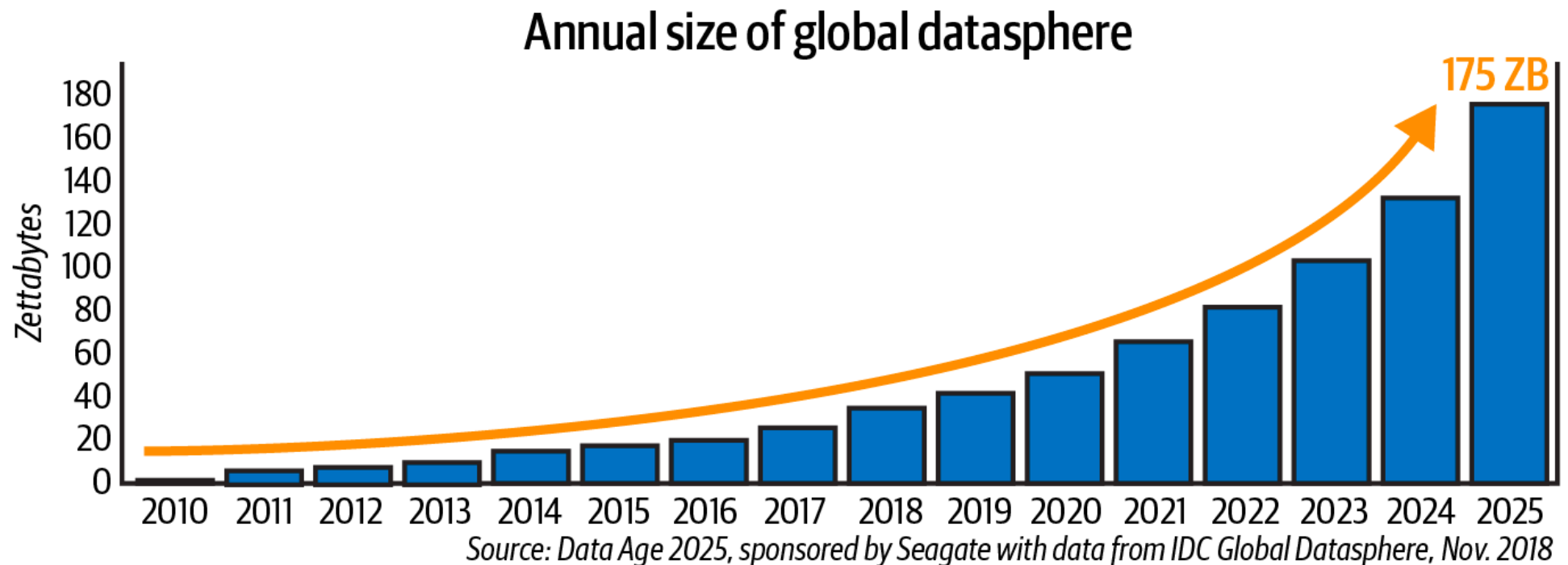


Data governance vs. data management

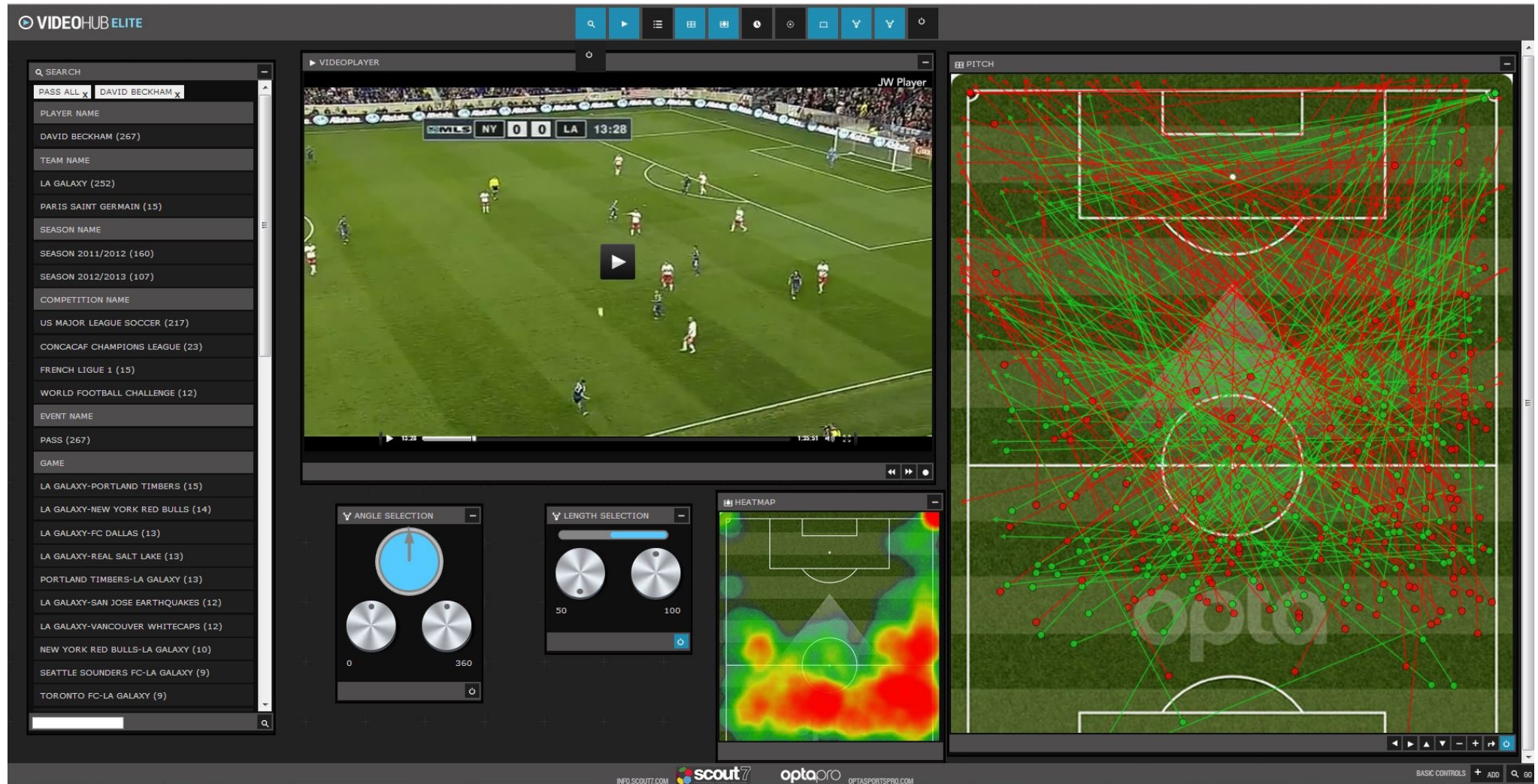
“while data governance and data management are different entities, their goals are the same: create a solid, trustworthy data foundation to empower the smartest people in your enterprise to do their best work.”

Data governance is becoming more and more important

How big is big data?

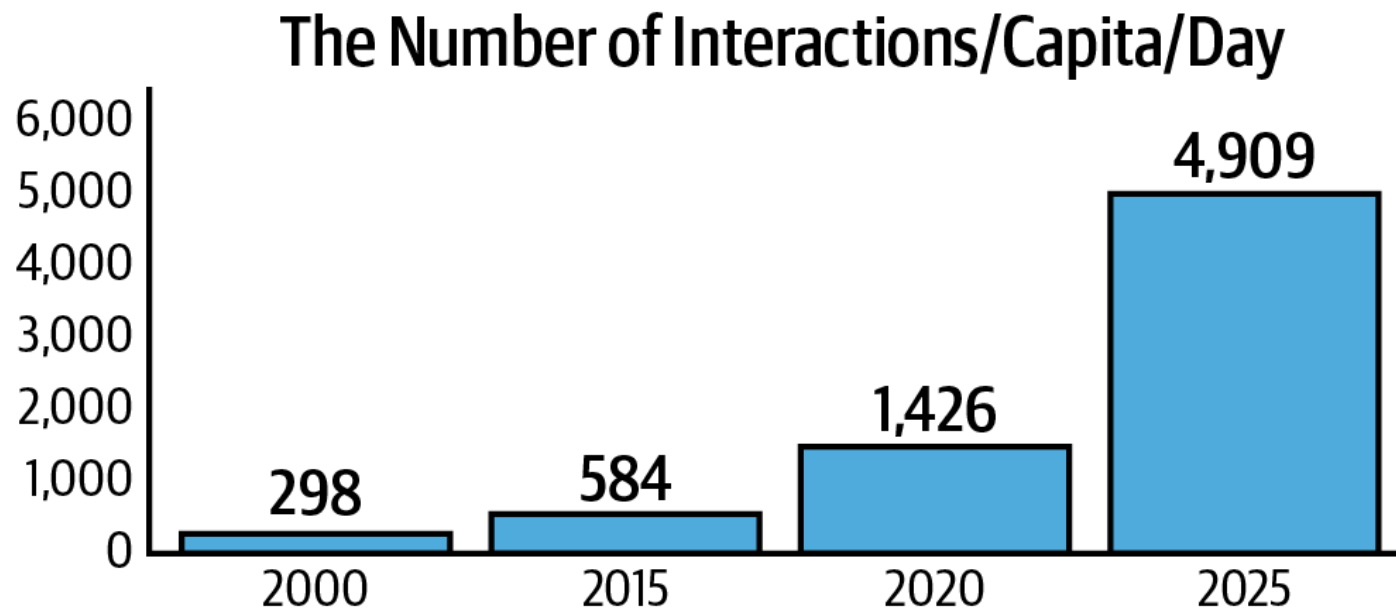


Advanced data collection in sports



More kinds of data are collected

- One digital interaction every eighteen seconds

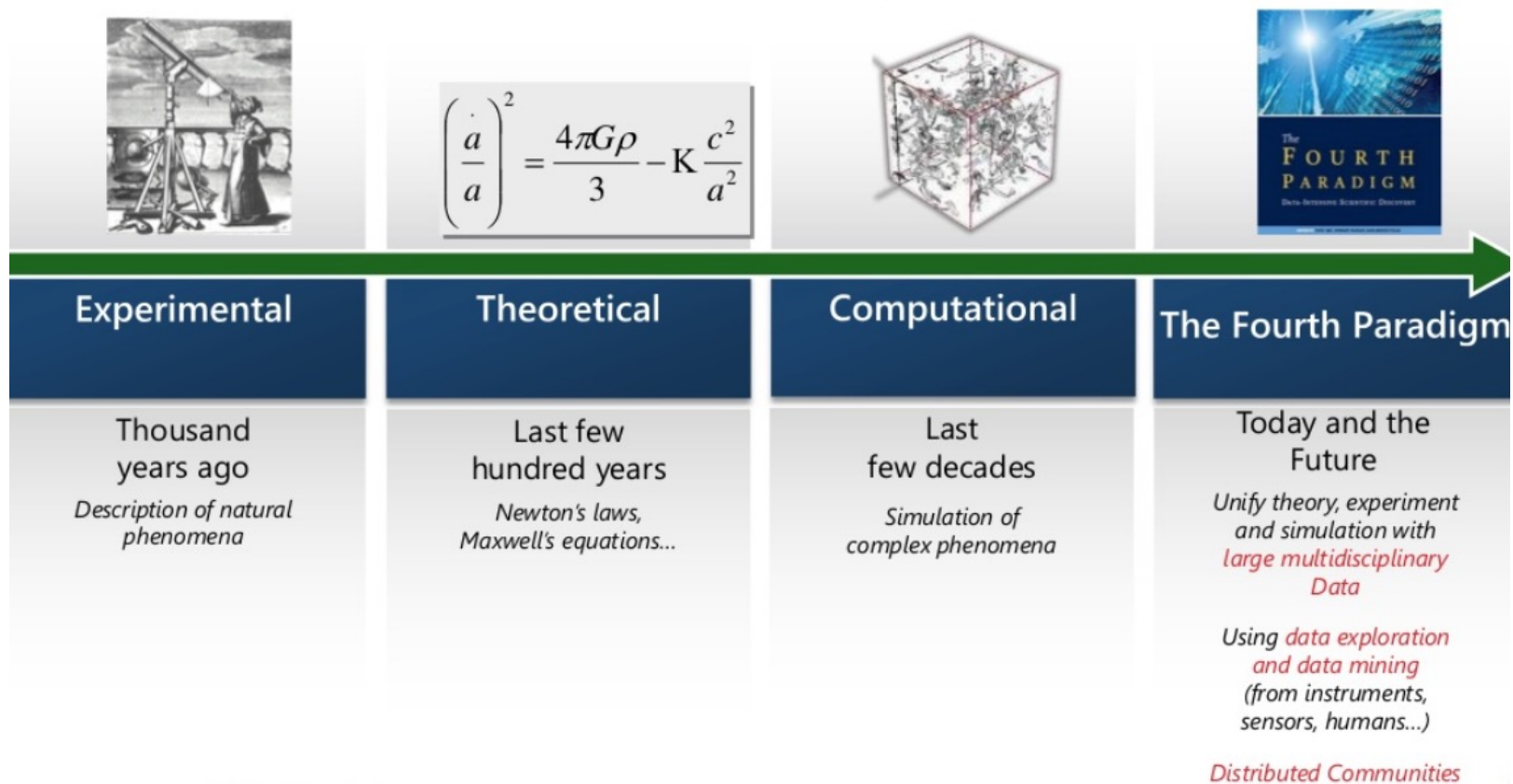


Source: Data Age 2025, sponsored by Seagate with data from IDC Global DataSphere, Nov. 2018

How big is big data?



Data science: The 4th paradigm for scientific discovery



Big data in 2008

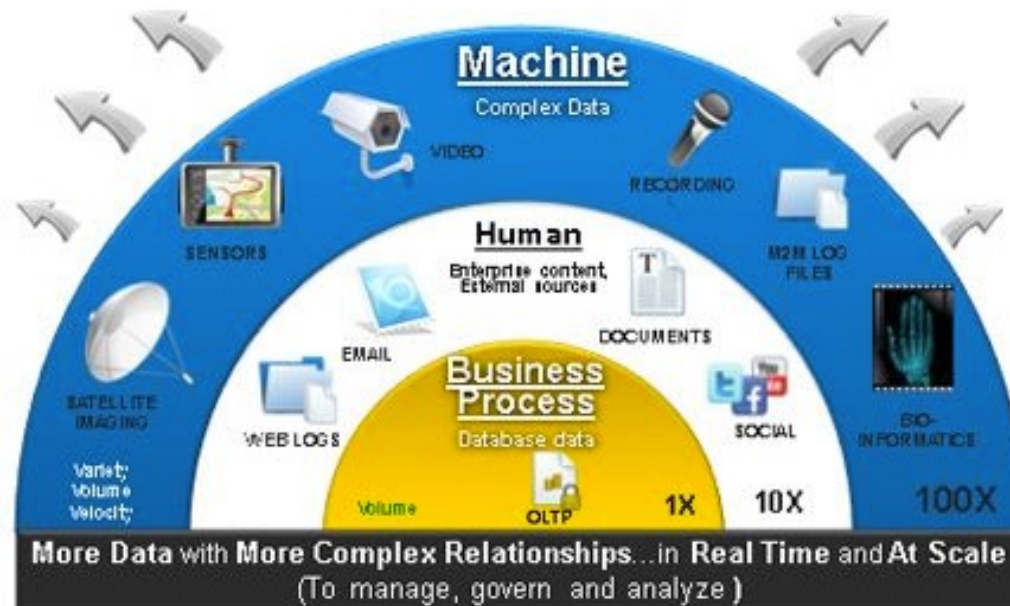
<http://www.wired.com/wired/issue/16-07>

September 2008



Big data sources

- E-commerce
- Social networks
- Internet of things
- Data-intensive experiments (bioinformatics, quantum physics, etc)



Data is the new oil



Big data 5'V



Big data is a term for data sets that are so large or complex that traditional data processing application software is inadequate to deal with them (wikipedia)

Data Velocity

- Velocity refers to the high speed of accumulation of data
- Data flows in from sources such as networks, social media, mobile phones etc.
- There is a massive and continuous flow of data
- Example:
 - More than 3.5 billion searches per day are made on GOOGLE
 - Facebook users are increasing by 22% per year

Variety

- Variety refers to the nature of data that is structured, semi-structured or unstructured data
- Heterogeneous sources
- Example:
 - Text, pictures, videos are examples of unstructured data which cannot be represented in the form of rows and columns

Veracity

- It refers to inconsistencies and uncertainty in data
 - Data which is available can sometimes get messy
 - Quality and accuracy are difficult to control
- Big Data is also variable because of the multitude of data dimensions resulting from multiple disparate data types and sources

Volume

- The name “big data” is related to a size which is enormous
- Volume is a huge amount of data
- To determine the value of data, size of data plays a very crucial role
- Example:
 - In the year 2016, the estimated global mobile traffic was 6.2 Exabytes(6.2 billion GB) per month.
 - By the year 2020 we will have almost 40000 ExaBytes of data.

Value

- Data should be converted into something valuable to extract necessary information
- Value is the most important V of Big Data

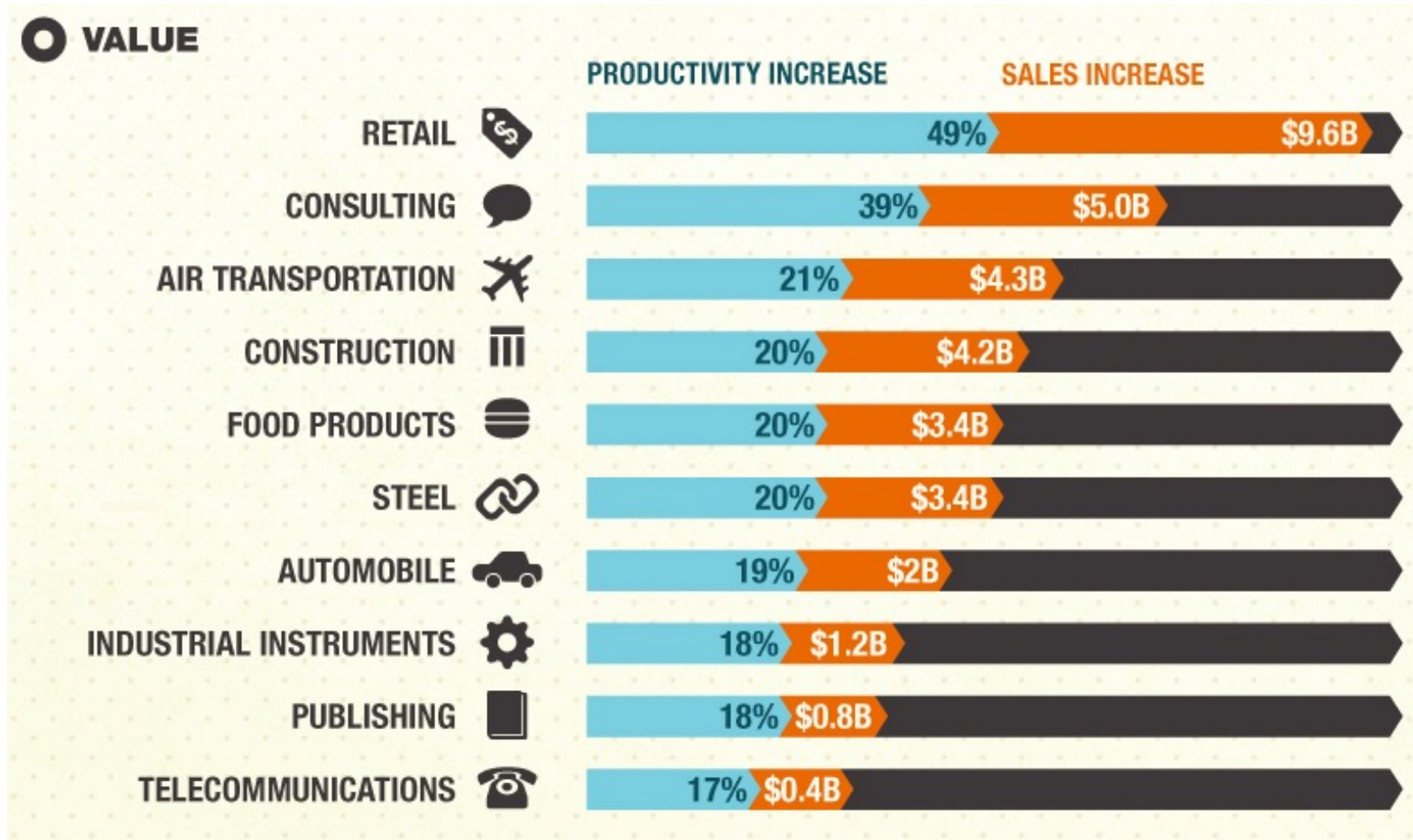
Data value

- ***Data is the most valuable asset in an organisation after its people***
 - ***Data is critical to the running of business functions and processes***
- ***Data need constant vigilance and effort to maintain data quality***



Source: sciphilos.info

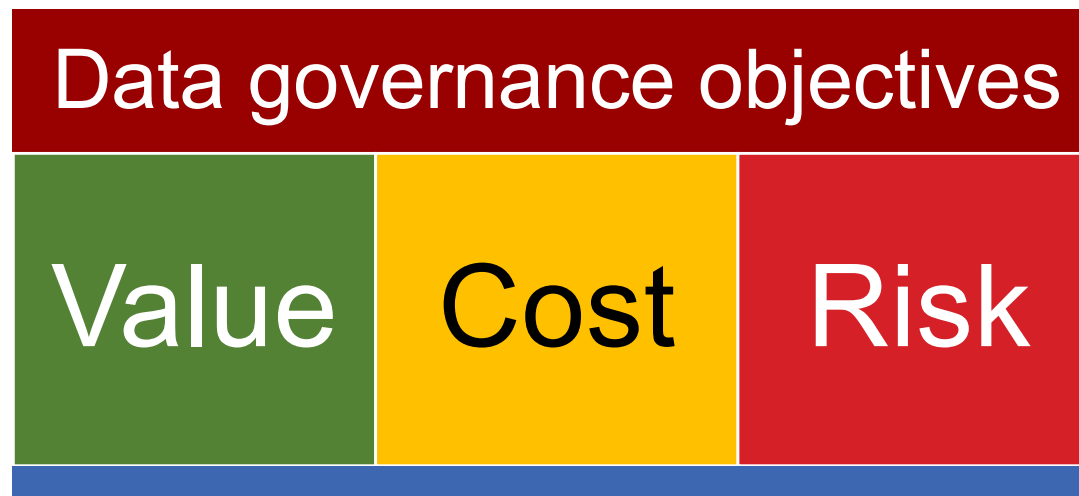
Big data – big value



Why data governance?

Data governance objectives

- Everything an organization does should tie to one of three universal value drivers
 - Increase revenue and value
 - Manage cost and complexity
 - Support Risk Management - Compliance efforts - Increase confidence



Data governance objectives

Value

Cost

Risk

- Value – what could you do that you can't do now?
- Costs – what costs are you incurring because data are not well governed?
- Risks – what risks are you taking because data are not well governed?

Value: Accelerated decision making

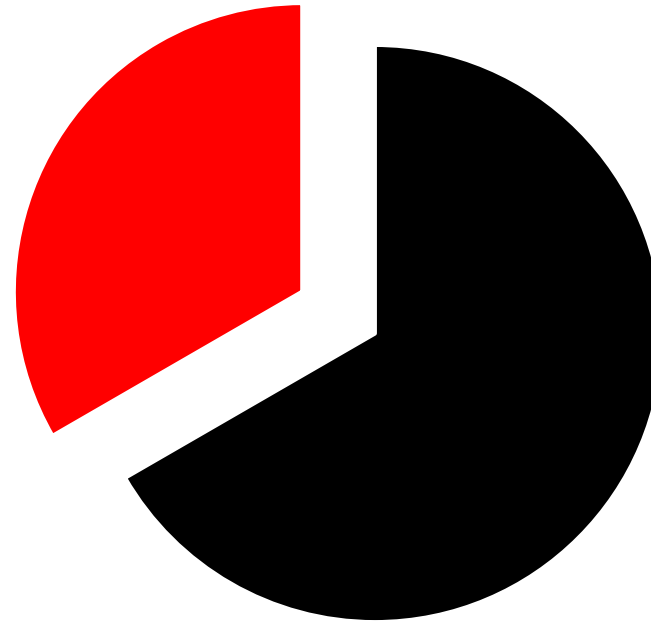
- Improved evidence-based, strategic, and investment decisions by:
 - Quickly acquiring and analyzing large sets of data
 - Decreased reporting errors
 - Easily accessing uniform, reliable data
 - Improved standardization, increasing confidence and transparent communication

Value: Increased revenue

- Heightened business intelligence and advanced customer analytics drive revenue growth by:
 - Introducing new products
 - Enhancing customer service
 - Optimizing marketing techniques

Cost control [1]

- A third of Fortune 100 organizations will experience “an information crisis, due to their inability to effectively value, govern and trust their enterprise information.”



Gartner. (2014). “Why data governance matters to your online business,” retrieved August 1, 2016 from <http://www.gartner.com/newsroom/id/1898914s-why-data-governance-matters-to-your-online-business/>

Cost control [2]

- Poor data quality costs the US economy \$3.1 trillion every year



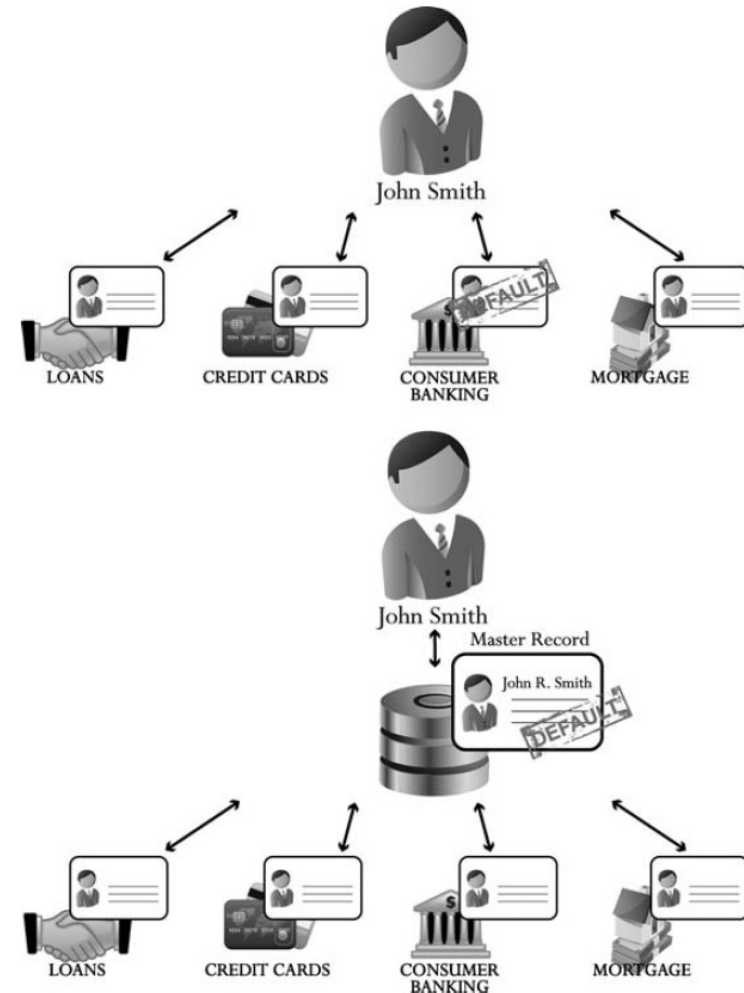
IBM. (n.d.). "Extracting business value from the 4 V's of big data," retrieved October 1, 2018 from <https://www.ibmbigdatahub.com/infographic/extracting-business-value-4-vs-big-data>

Manage risk (theft, misuse, data corruption)

- CIO key concerns
 - What are my risk factors, what is my mitigation plan, and what is the potential damage?
- Data governance comes to provide a set of tools, processes, and positions for personnel to manage the risk of data
 - Theft
 - Data is either the product or a key factor in generating value
 - Misuse
 - 2015, AT&T's payout to the FCC after its call center employees disclosed consumers' personal information to third parties for financial gain.
 - Data corruption
 - The risk materializes when deriving operational business conclusions from corrupt (and therefore incorrect) data.

Risk Mitigation: One version of the truth helps retail bankers manage risk

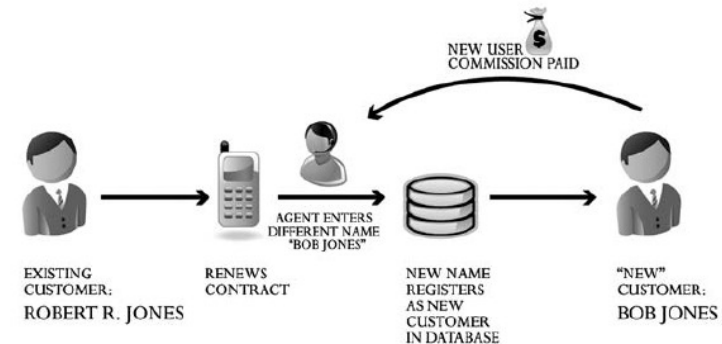
- Many retail banks have product-oriented risk management systems
- If a customer fails to make a loan, the bank can often take up to several weeks to change the credit limits on credit cards held by the same customer



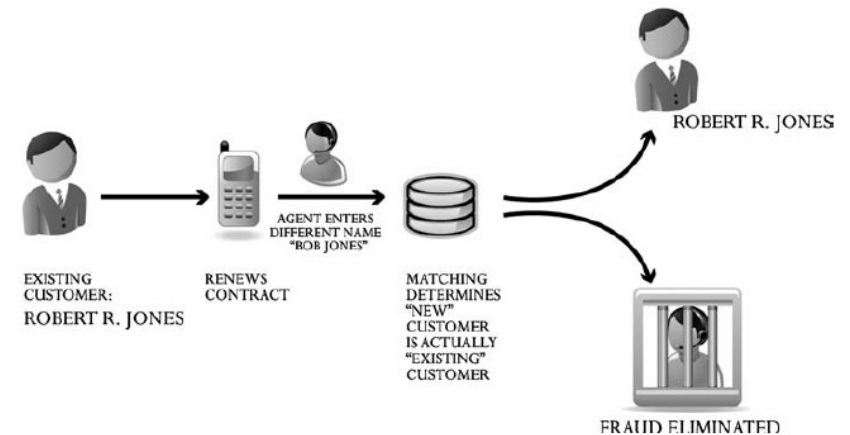
Fighting fraud with accurate data

- Without matching
 - Mobile sales agents were entering existing customers as new customers by using a slightly different name.
 - Higher commission being paid to the agent.
- With matching
 - The company was able to detect the fraud by reconciling the name with existing customer data already on file.

WITHOUT MATCHING

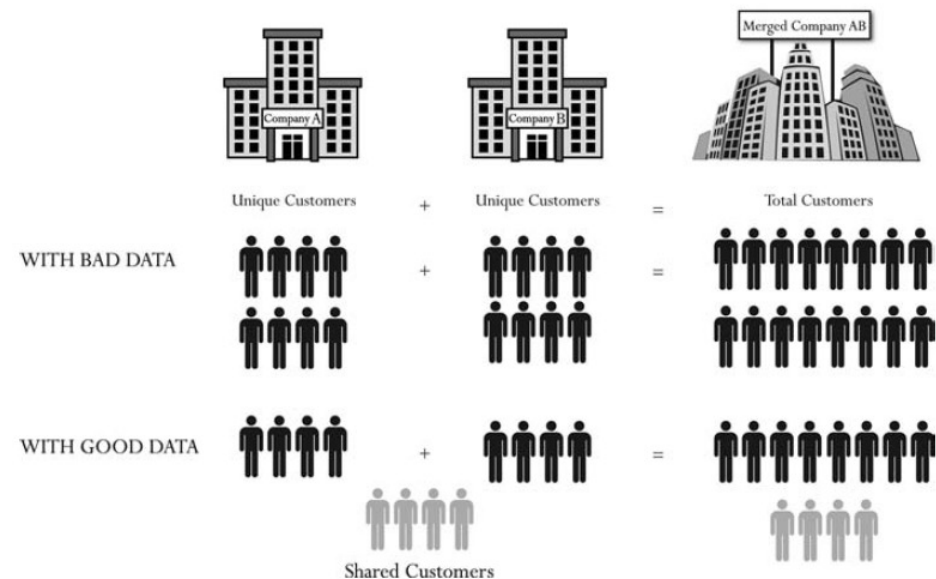


WITH MATCHING



Reducing the risk in mergers and acquisitions

- Bad data can lead you to think you have more customers than you really do.
 - There could be shared customers of the companies being merged.
 - A merger won't achieve the financial gains that were expected.



1.2. Data governance ingredients

Data governance ingredients

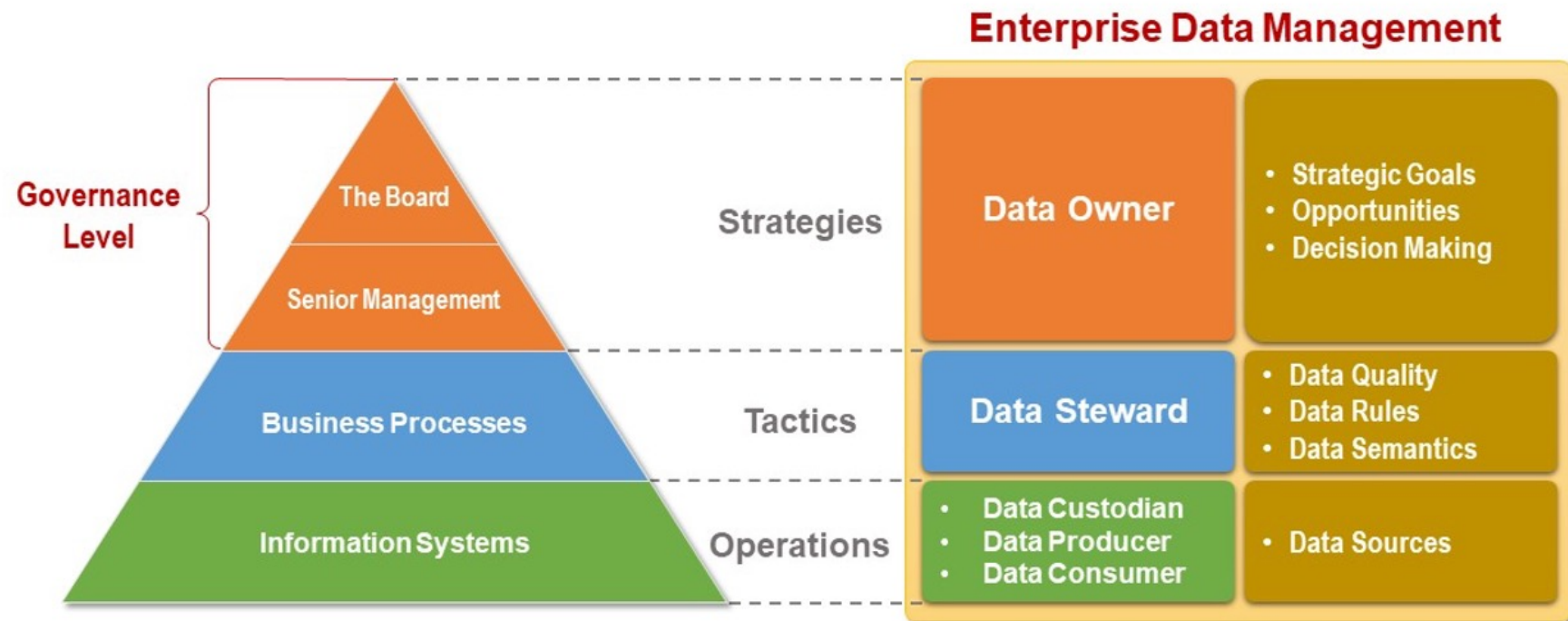


Data governance embodies three components: the right technology, used by the right people, in the right business process

The People: Roles and responsibilities

- Who sets **success metrics and monitors** how well the data governance program is working?
- Who are the **data owners**?
- Who defines and maintains **a business glossary**?
- Who creates and maintains **policies on access security**?
- Who is protecting **data privacy for compliance** with GDPR and CCPA?
- Who is looking after **data quality** across all brochures and partner websites?
- Who ensures customer data is **consistent** across all systems?
- Who is policing external subscription data usage vs the **license**?
- Who is policing **privileged users** like DBAs and data scientists?

The people



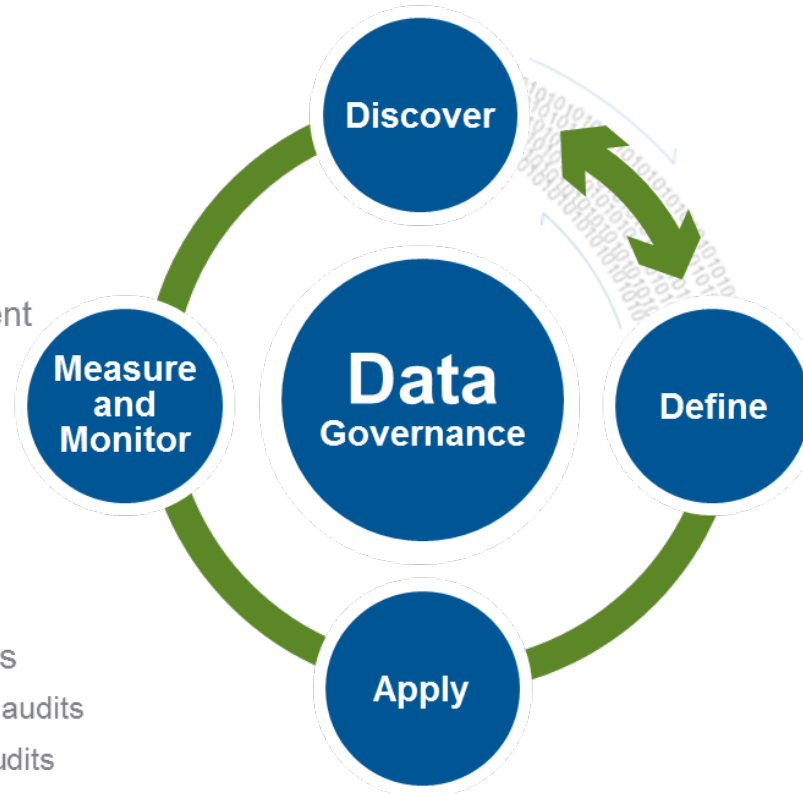
The process

Discover

- Data discovery
- Data profiling
- Data inventories
- Process inventories
- CRUD analysis
- Capabilities assessment

Measure and Monitor

- Proactive monitoring
- Operational dashboards
 - Reactive operational DQ audits
 - Dashboard monitoring/audits
- Data lineage analysis
- Program performance
- Business value/ROI



Define

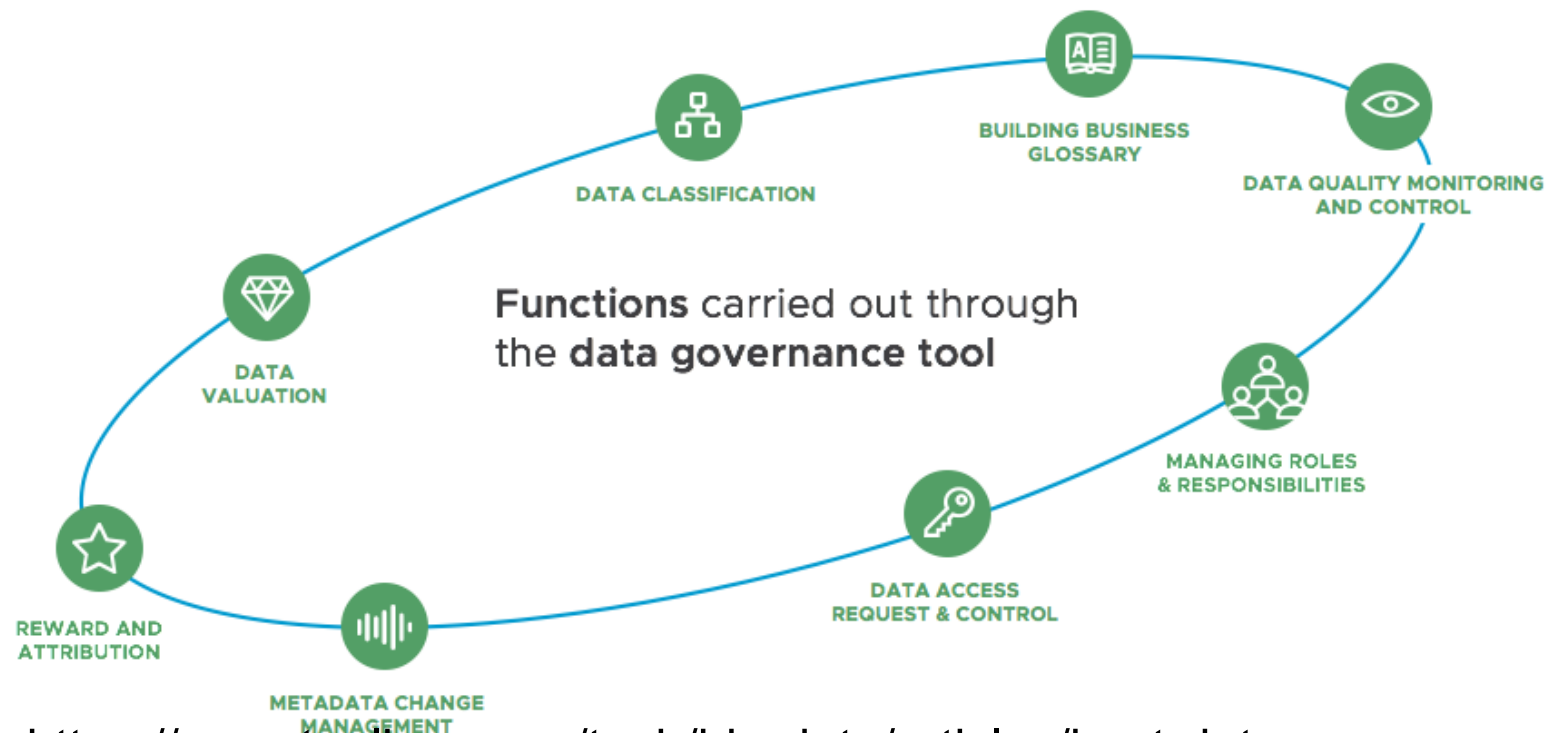
- Business glossary creation
- Data classifications
- Data relationships
- Reference data
- Business rules
- Data governance policies
- Other dependent policies
- Key Performance Indicators

Apply

- Automated rules
- Manual rules
- End to end workflows
- Business/IT collaboration

The technology/tools [1]

- Aids in the process of creating and maintaining a structured set of policies, procedures, and protocols that control how an organization's data is stored, used, and managed.



<https://www.toolbox.com/tech/big-data/articles/best-data-governance-tools/>

The technology/tools [2]

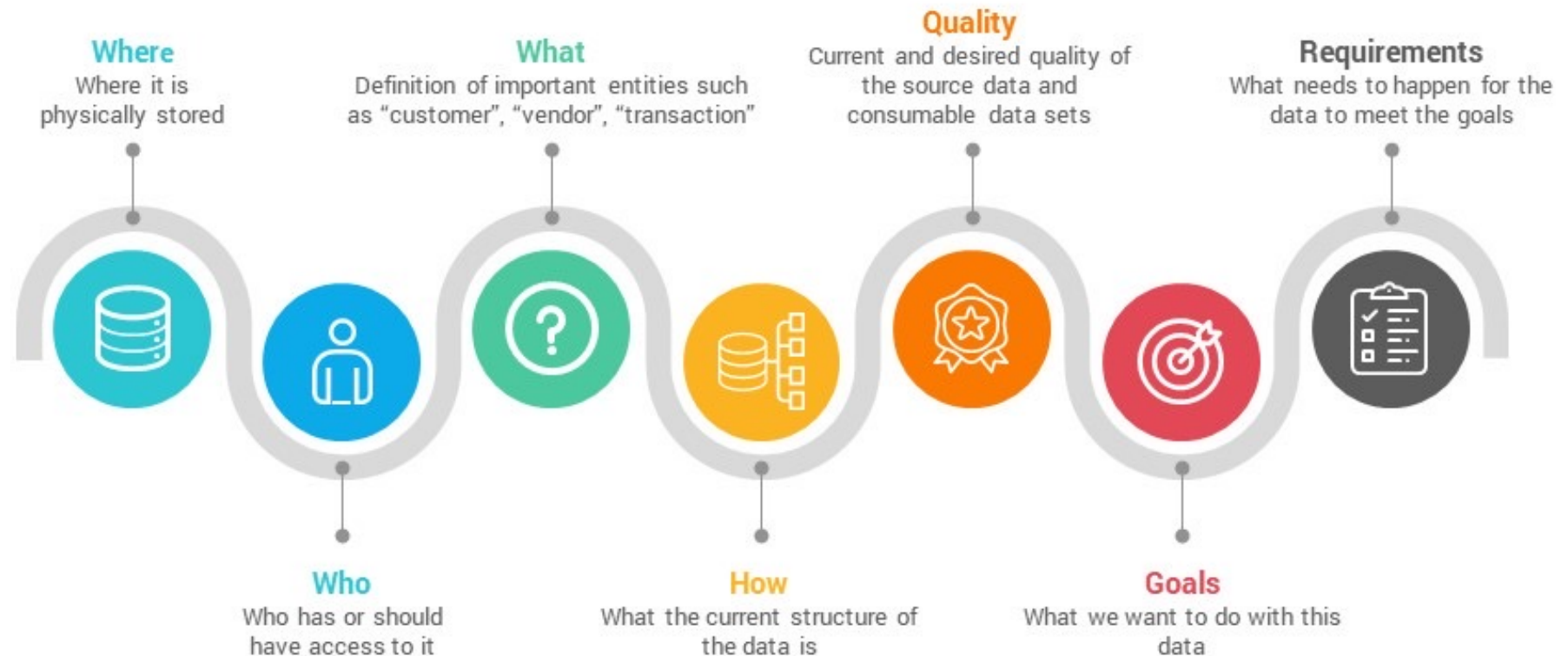
- Some of the key features to look for in a data governance tool include:
 - **Discovering, capturing, and cataloging data**
 - The catalog serves as a bird's eye view of each data entity, its profile, relationships, lineage, and the business glossary (with the decided common terminology).
 - **Data and metadata management**
 - Encapsulates the data integration application and controls the data lifecycle and tracking each data pipeline
 - **Data ownership and stewardship capabilities**
 - Enables both owners and stewards to do their jobs.
 - **Self-service tools**
 - Essential for organizations whose data governance goals are aligned more toward the business team.
 - These tools must provide an intuitive and clutter-free representation of all data, with reporting and alerting capabilities rolled into it.
 - A self-service station allows for consistent and clear decision-making.

The technology/tools [3]

- Some of the key features to look for in a data governance tool include:
 - **Data lineage automation**
 - Data lineage tracks the origin of each data entity, the changes that it went through, and its movement within the system. It helps with tracing and spotting any errors flagged by the system.
 - **Business glossary**
 - The starting point of every data governance plan is the creation of common data definitions and formats. Creating a common glossary of business terms helps maintain consistency.
 - **Compatibility with existing systems**
 - This means that the tool picked by your organization must be flexible and customizable.
 - **Compliance audit-ready**
 - must provide for external and internal audits, especially if compliance is one of the key goals of governance
 - **Policy management**
 - include configuration and management of policy controls. Once the controls have been set up, they are expected to automatically enforce policy management.

Data Governance Strategy

Data Governance Strategy





HA NOI UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF INFORMATION AND COMMUNICATION TECHNOLOGY

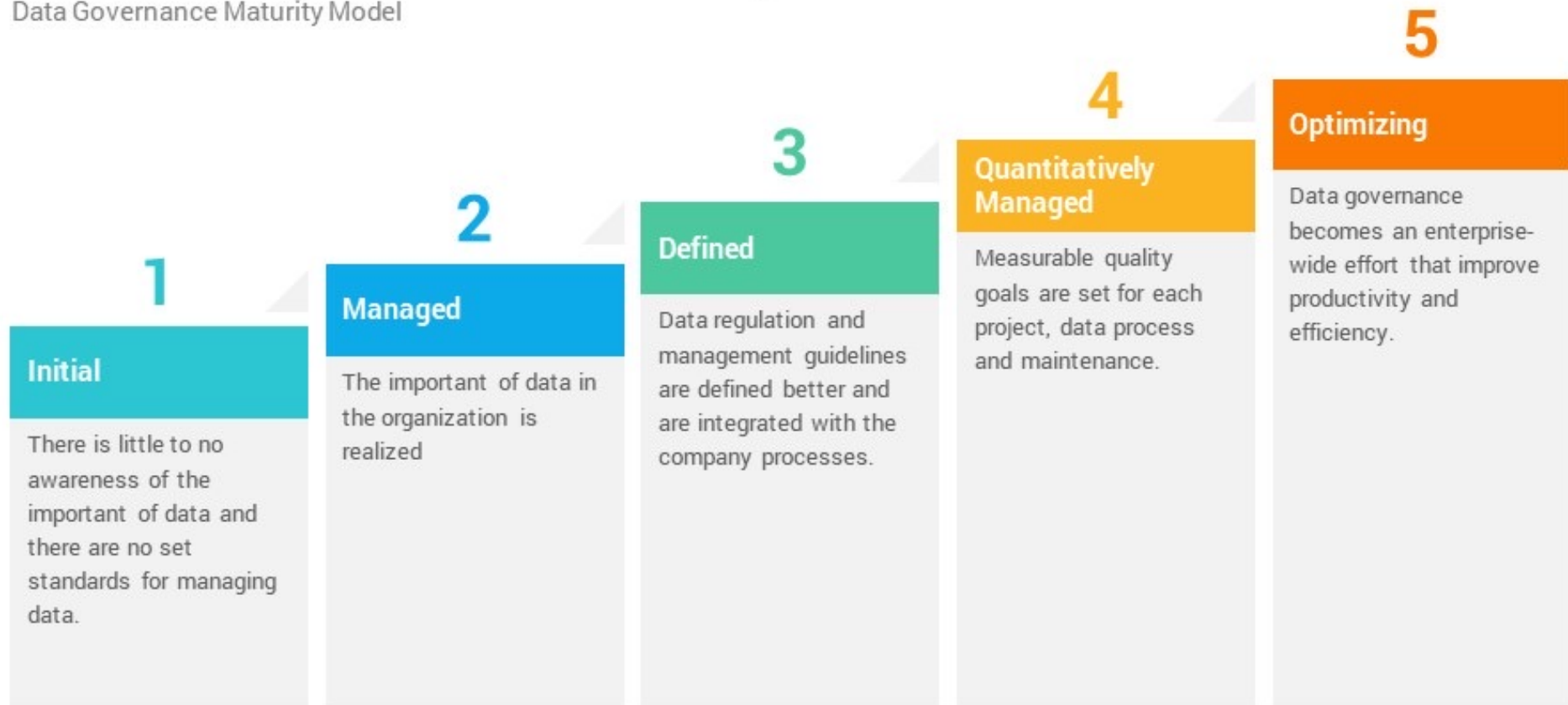
Time Break

PROJECT WORKING

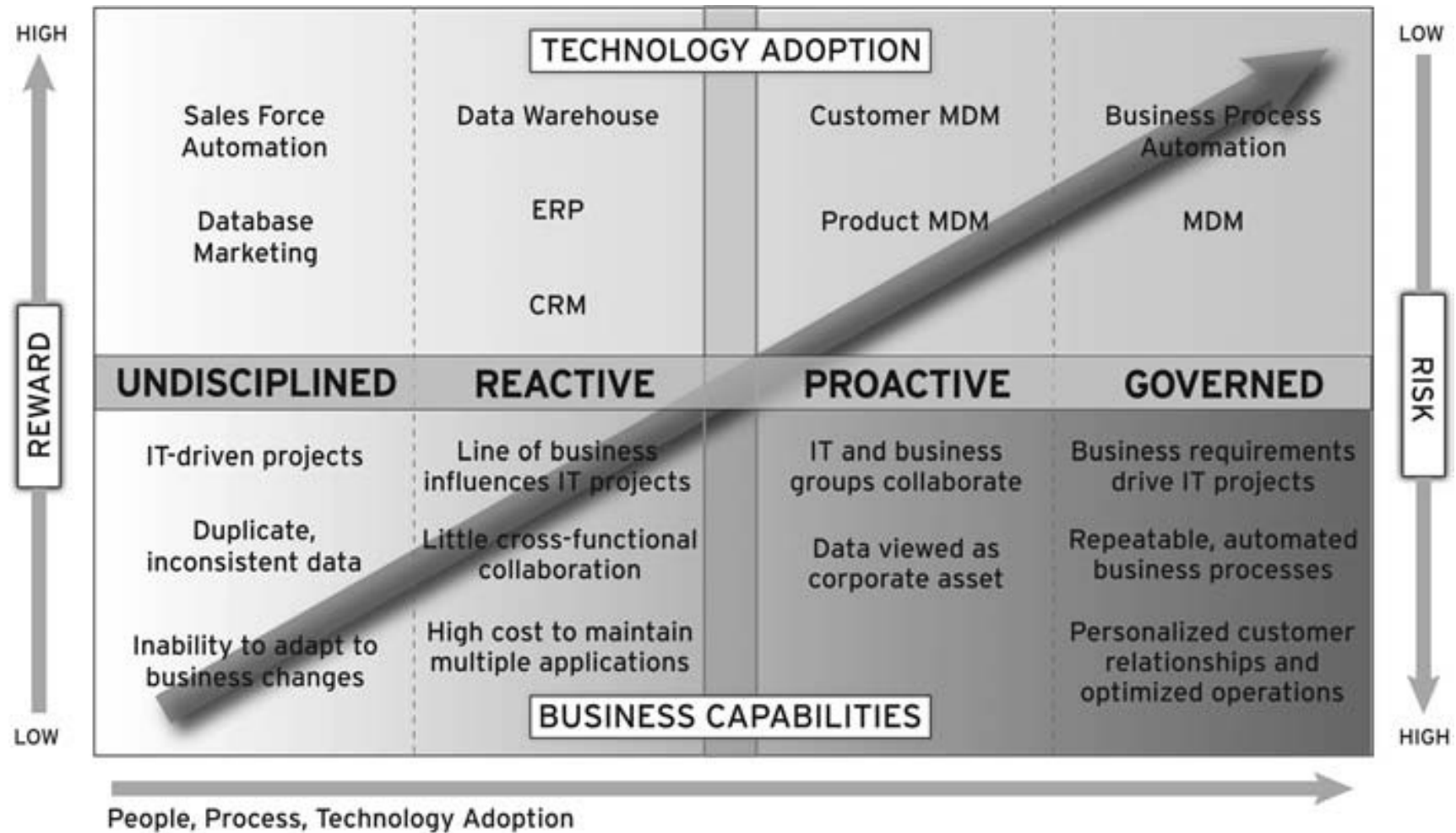
Maturity models

Data Governance Maturity Model

Data Governance Maturity Model



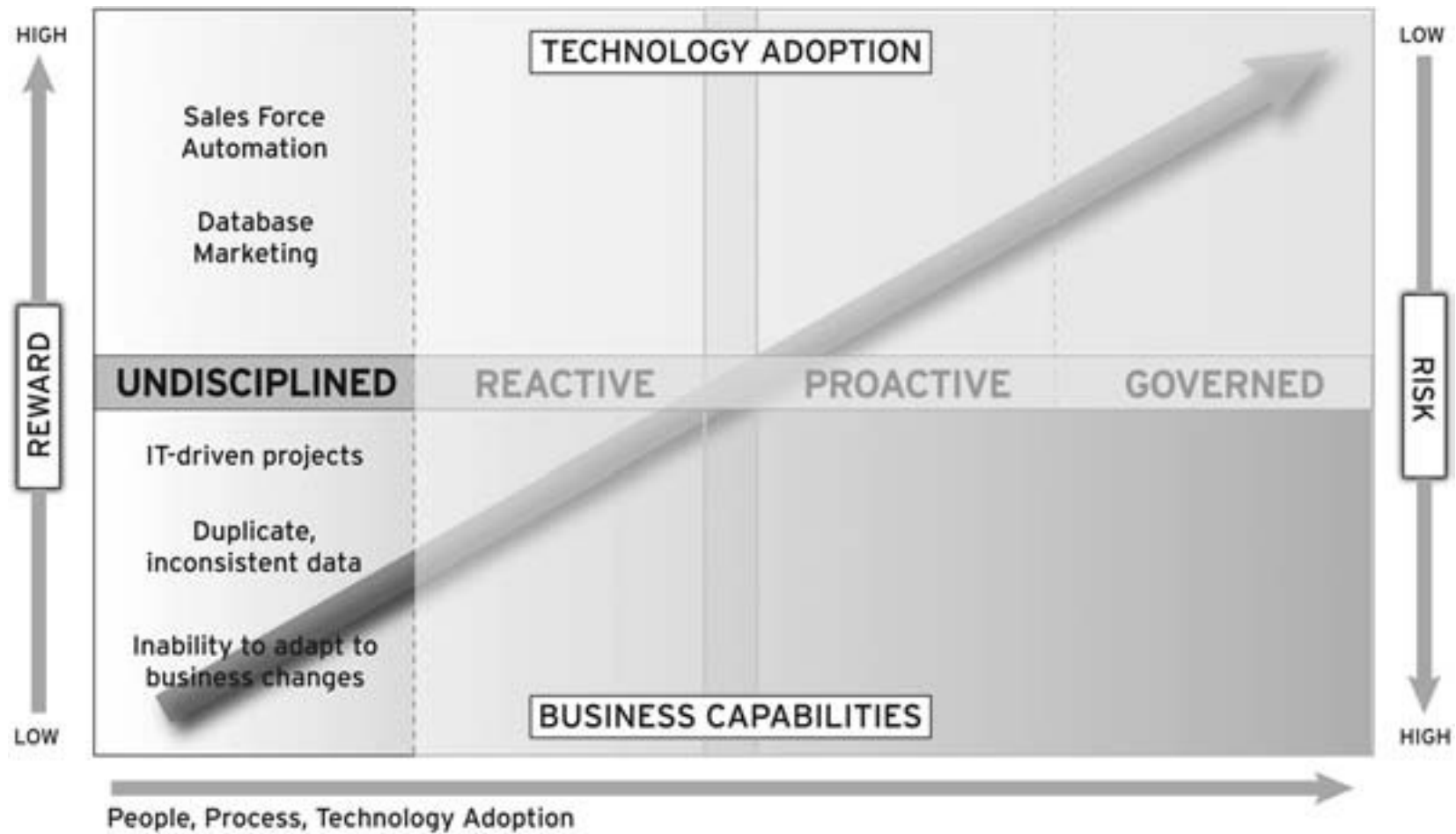
The data governance maturity model



© Copyright DataFlux Corporation, LLC. All Rights Reserved.

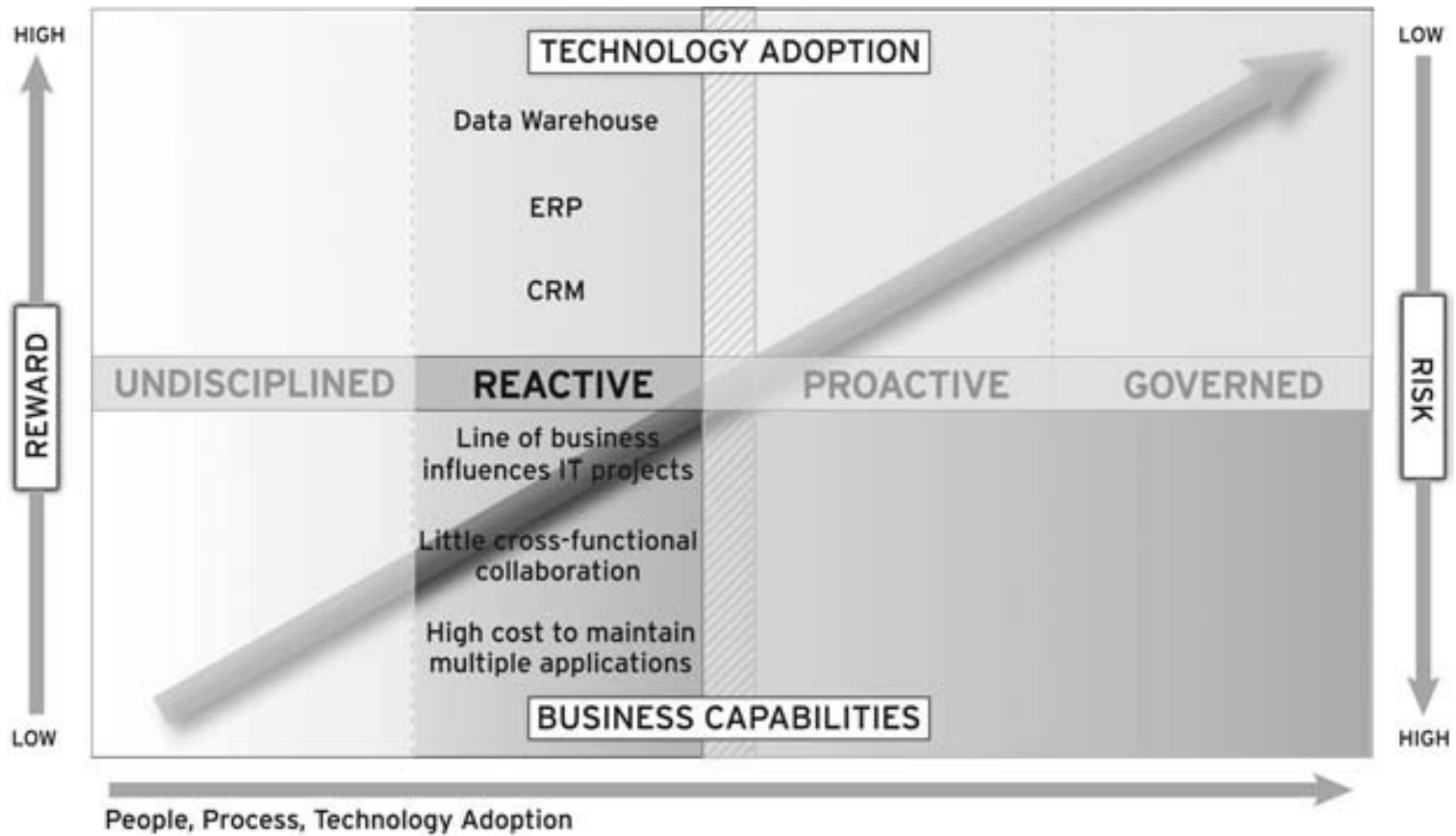
Undisciplined organizations: Disasters waiting to happen

- Characteristics of an Undisciplined Organization
 - Think locally, act locally
 - Few defined data rules and policies
 - Redundant data found in different sources
 - Little or no executive oversight
- Technology Adoption
 - Tactical applications to solve very specific problems: for example, sales force automation or database marketing
 - Very localized data management technology implemented within the tactical applications, if at all
- Business Capabilities
 - IT-driven projects
 - Duplicate, inconsistent data
 - Inability to adapt to business changes



Reactive Organizations: Trying to get beyond crisis mode

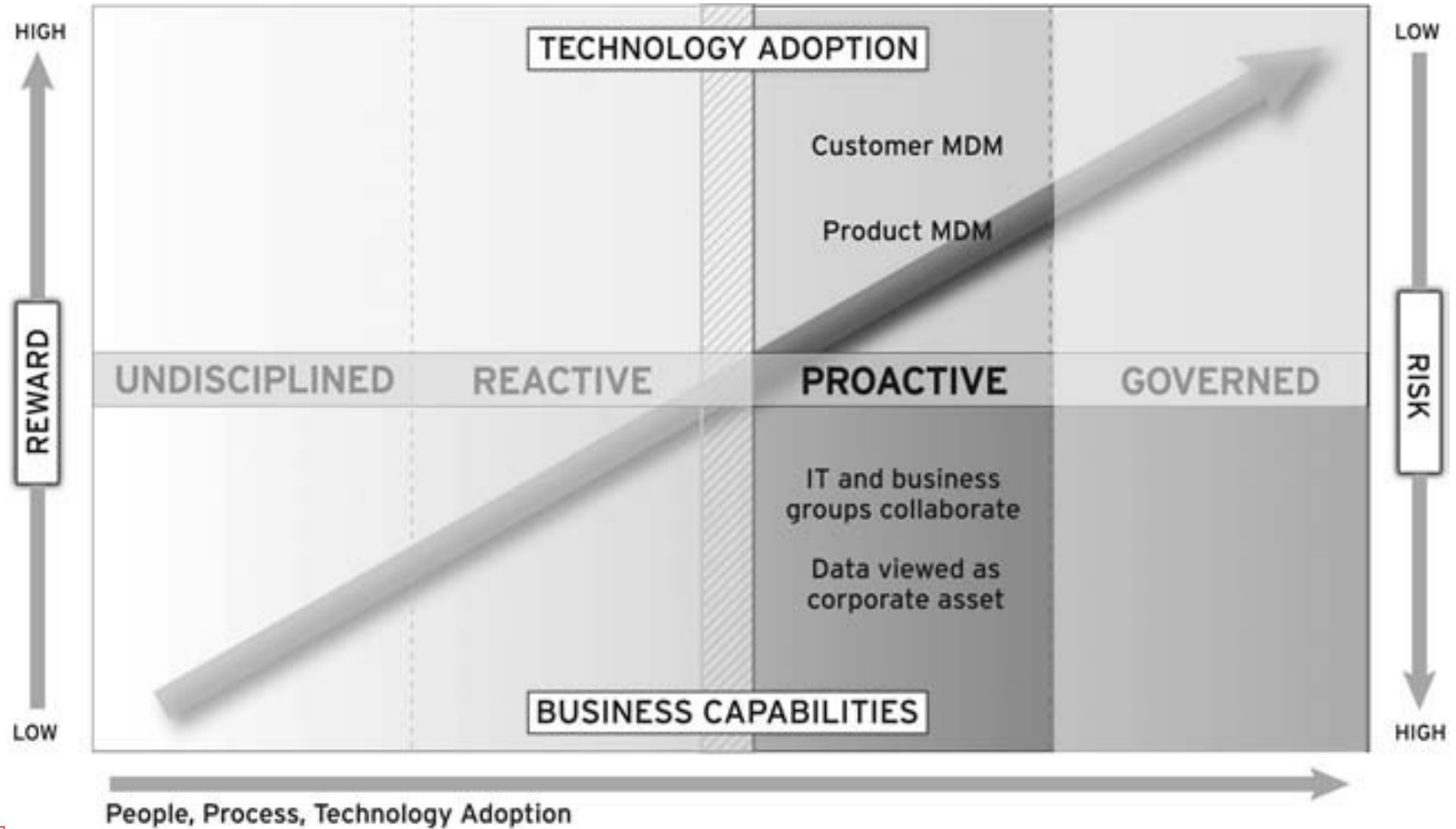
- Characteristics of a Reactive Organization
 - Think globally, act locally
 - Presence of data management technology, but with limited data quality deployment
 - Siloed data leading to many views of what should be the same data
 - Awareness of data problems only after a crisis occurs
- Technology Adoption
 - Data warehouse
 - Enterprise resource planning (ERP)
 - Customer relationship management (CRM)
 - Data integration tools
- Business Capabilities
 - Line of business influences IT projects
 - Little cross-functional collaboration
 - High cost to maintain multiple applications



© Copyright DataFlux Corporation, LLC. All Rights Reserved.

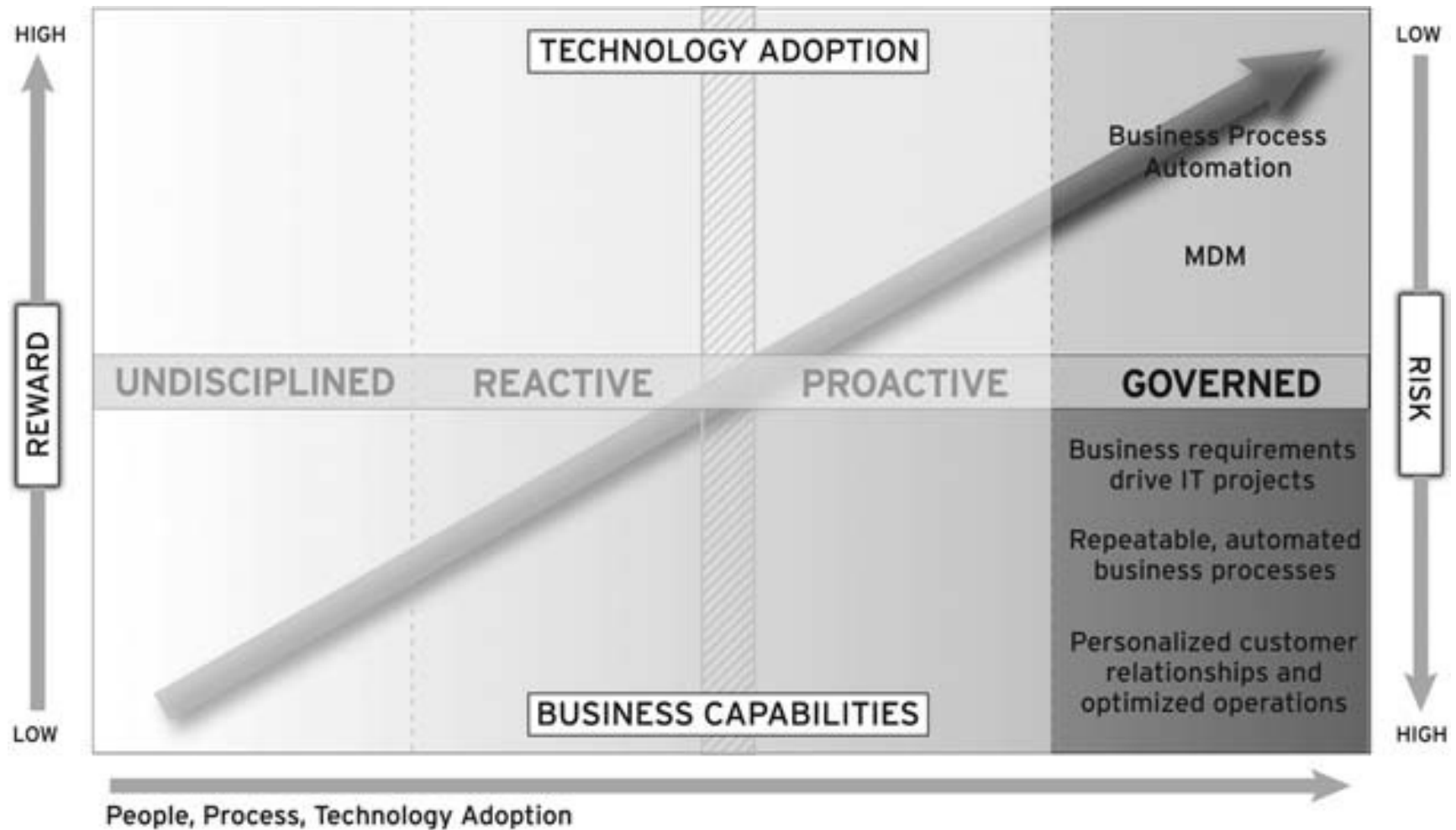
Proactive organizations: Reducing risk, avoiding uncertainty

- Characteristics of a Proactive Organization
 - Think globally, act collectively
 - Mastered use of enterprise resource planning (ERP), customer relationship management (CRM), and data warehouse technology
 - Executives who view data as a strategic asset
- Technology Adoption
 - Customer master data management (MDM)
 - Product MDM
 - Employing enterprise-wide data definitions and business rules
 - Enabling service-oriented architecture (SOA) architecture for cross organization data consistency
- Business Capabilities
 - IT and business groups collaborate
 - Enterprise view of certain domains
 - Data viewed as a corporate asset



Governed Organizations: Trust in data pays multiple benefits

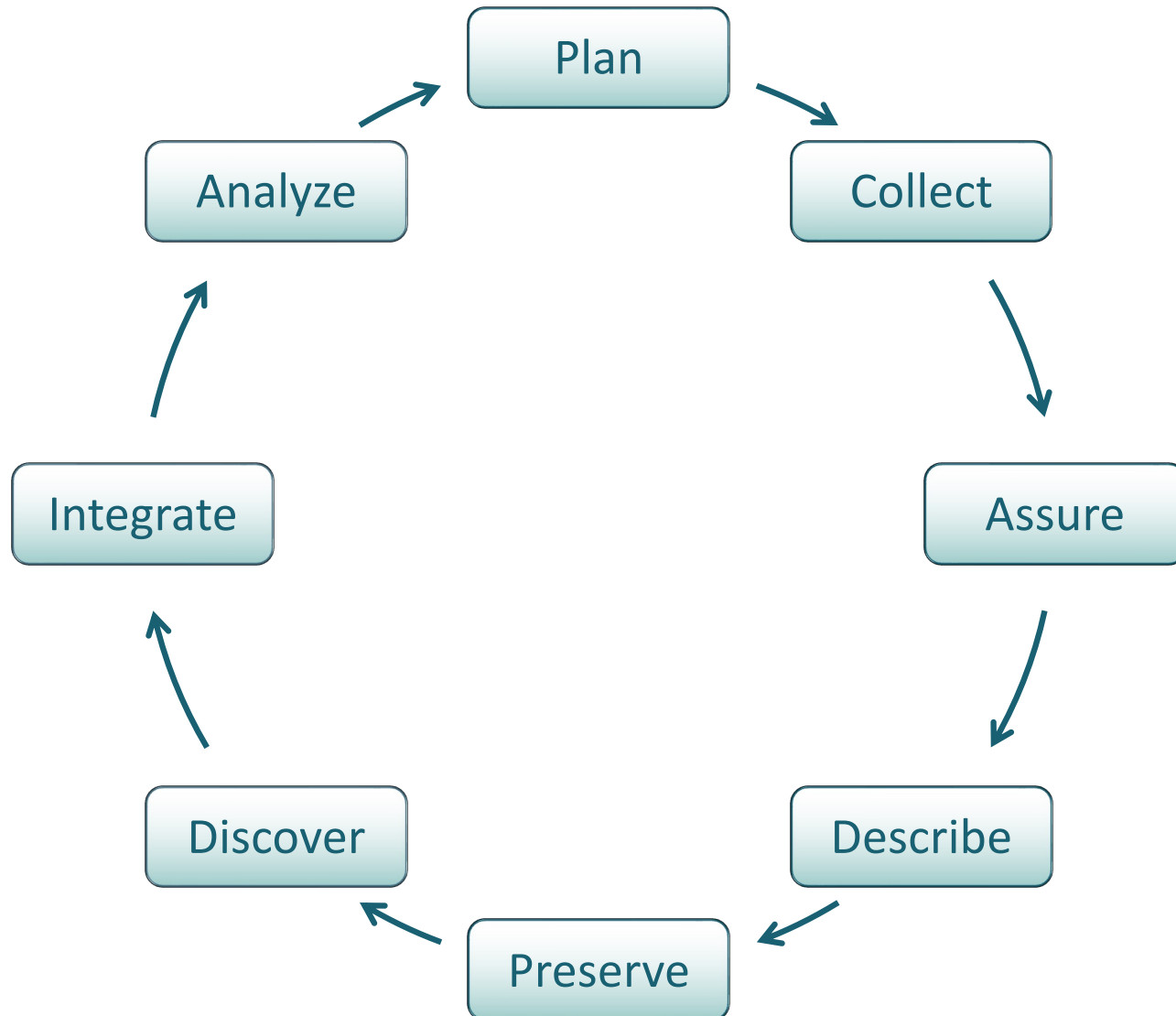
- Characteristics of a Governed Organization
 - Think globally, act globally
 - Unified data governance strategy
 - Comfortable incorporating external data without fear of corrupting existing, internal data
 - Executive sponsorship
- Technology Adoption
 - Business process automation
 - Master data management (MDM)
- Business Capabilities
 - Business requirements drive IT projects
 - Repeatable, automated business processes
 - Personalized customer relationships and optimized operations



© Copyright DataFlux Corporation, LLC. All Rights Reserved.

Data life cycle management

Data Life Cycle



Planning

- Consider data management before you collect data
 - What kind of data will be collected?
 - Which methods will be used (sensors, samples, etc.)?
 - What data formats/standards are appropriate?
 - How will the data be used?
 - How will you share the data?
 - Will your methods satisfy
 - Funding requirements
 - Policies for access, sharing, reuse
 - Budget – most of the time this is overlooked!
- Output
 - Formal document

Collect

- What are some ways that we produce data?
- Experiments, observations, samples,
- Varying frequency, temporal and spatial coverage
- Data collection includes data entry
 - Transcribing notebooks into digital forms
 - Automated processing of data into a database

Assure

- Strategies for preventing errors from entering datasets
 - Standard data entry forms
 - Pre-specification of formats, units, etc.
- Activities to ensure quality during collection
 - Standard field and laboratory procedures
 - Automated range checks for sensor data
- Activities to clean collected data
 - Common to sensor data streams
 - Dependent upon variable and sensor
 - Graphical and statistical summaries

Describe

- Metadata
 - What metadata are needed?
 - What format for the metadata?
- Documentation and reporting of data
- Contextual details
 - What is it critical to know about the data?
- Description of temporal and spatial details, instruments/sensors, methods, units, files, etc.

Preserve

- How are you preserving your data?
 - What will be preserved
 - Where will it be preserved
 - Backup, version control?
- Policies for access, sharing, and reuse

- Does Your Office Look Like This?
- What are the potential problems?
- What are some potential solutions?



Discover

- Most data are not easily discoverable
 - Encapsulated in databases or files
 - Formats not compatible with web indexing technologies
- Conditions for effective data discovery
 - Highly curated data, well described via structured metadata
 - Standards for data and metadata formats

Integrate & analyze

- Integration
 - Combining data from different sources
 - Creating a unifying view of the data
 - Overcoming heterogeneity
- Analysis
 - To find out insightful values from data

Takeaways

- Data governance is more about people than data
- Process and written documents are essential
 - Leadership support
 - Broad-based consultation, including faculty
 - Opportunity for consultation
 - Representation
- Software can help, but it won't fix broken processes or organizations
- Starting data governance is hard work; sustaining it is harder



25 YEARS ANNIVERSARY
SOICT

VIỆN CÔNG NGHỆ THÔNG TIN VÀ TRUYỀN THÔNG
SCHOOL OF INFORMATION AND COMMUNICATION TECHNOLOGY

Thank you
for your
attention!!!

