DAT 515 group discussion

Focus Areas and their criteria:

1. Data Governance (DAMA International, 2010, pp.37-38)
   1. Able to protect, manage and leverage the resources
   2. Able to coordinate, lead and represent business data
   3. Able to define and control data for business use
2. Data Quality (DAMA International, 2010, pp.41)
   1. Define data quality requirements and business rules and ensure data are met the quality requirements
   2. Able to lead data clean-up efforts and identify proactive ways to solve root causes of poor data
3. MDM Reference Data Management (DAMA International, 2010, pp.20,171)
   1. Able to define domain values/vocabularies, standardized terms, code values and other unique identifiers and business definitions
   2. Able to share accurate, timely and relevant reference data values to classify and categorize data
   3. Able to plan, implement and control activities to ensure consistency with a golden version of contextual data values.

Some of the criteria of the *Data Governance*, *Data Quality* and *MDM Reference Data Management* are set and listed in above. The software named *Talend* is suitable to use as a tool for the above areas of enterprise data management.

*Talend* can centralized the data with machine learning-aided tools that is able to assist searching and governing data (Talend, 2021). Therefore, productivity is increased and the time of data processing is reduced (Talend, 2021). Also, *Talend* can regulate data governance capabilities and integrates market data, social media feeds, real time GPS data and web analytics to provide better customer outreach and engagement (Talend, 2021). That met the criteria of *Data Governance* to control, define, coordinate and lead the data from all resources for business use.

*Talend* can help to deliver complete, clean and uncompromised data for enterprise to make decisions and improve data trustworthiness with automatic quality checks (Talend, 2021), which it meets the criteria of *Data Quality* to clean up and define data for the business rules and requirements for decision making.

1. Data Integration (Master Data Management and Data Governance, pp. 367-368)
   1. Ability to support initial batch load and real-time processing of new records
   2. Accuracy and key characteristics of matching algorithms
   3. Flexibility of configuration and customization
   4. Merge and split capabilities
   5. Solution change control
   6. Support for automatic and manual error processing
2. Data warehousing
   1. Able to integrate data from all potential sources into a single golden record
   2. Able to assess, detect, and prevent data security breaches
      1. Encryption, key management, data masking, privileged user access controls, activity monitoring, and auditing
   3. Able to manage complex data structures/transformations and redundant data
   4. Able to be deployed across all relevant platforms and applications
   5. Reporting capabilities in support of operational processing
3. Business intelligence
4. Metadata Management
5. Data security
6. Data modeling and design
7. Data storage and operation
8. Visualization and analytics

I believe Tableau is the essential data visualization and analysis tool for Third Star Financial. It is a widely used data analysis and visualization tool in the industry and provides the most powerful, secure, and consistent data analysis to help users prepare, analyze, collaborate, and share big data insights. It helps create interactive diagrams and charts in dashboards and worksheets to gain business insights. And all this fact is made possible through gestures as simple as drag and drop. Several Tableau options are available, including a desktop app, servers, hosted online versions, and a free public option that includes hundreds of data import options, from CSV files to Google Ads and analytics data to Salesforce data (Kaur, 2020).

Advantage of using Tableau

Diagram, venn diagram

Description automatically generated

Reference

Kaur, P. (2020, July 26). *Tableau Tutorial for Beginners: Data Visualization Tableau*. Analytics Vidhya. https://www.analyticsvidhya.com/blog/2017/07/data-visualisation-made-easy/.