CDMP certification

Data Management introduction

- Data management professional works through the data lifecycle. From technical aspect to how the data is later leveraged.
- Data is critical to day to day operations.
- Data should be managed like a physical asset as not
- Goals of data management: privacy, Business value, quality, access control
- data = interpretation people represent things differently hence the difference in data representation
- data-raw material of interpretation, informations = data in context
- data is an organizational asset
- DM principles: data is an asset,can be expressed in economic terms ,management takes metadata, takes planning, is cross-functional,lifecycle management per data types,should be supported by technology, requires leadership commitment
- DM challenges: different from other assets, can be used by multiple people at the same times, hard to measure value
- determining data value: cost of creation,cost of replacement, cost ofeffects of missing data, cost that others would pay for it, expected revenue from data
- value of data is contextual and temporal
- cost of poor data quality is 3.1 billion. Cost of poor data quality comes from:organizational in efficiencies,. Reputational and compliance costs Customer dissatisfaction,

- discuss trade offs while deciding on data management strategy
- data management should be consistent across verticals (departmenta)
- data creators should there's of regulations and also should think about the perspectives of people who are going to use the data
- data management = product management, data creation is the most vital step where DM acts , data quality and metadata qualify should be focused on, the most important dataset should be prioritized more.
- data risk: misinterpretation,misuses ,information gaps, different data privacy rules in different sectors.
- data management strategy should include : vision, use cases,goals,KPIs,roles,roadmaps (charter,scope, Roadmap)

Data management frameworks:

- Strategic alignment model: talks about businesses' integration with IT in data management
- Amsterdam informational model: strategic on business IT alignment (business> communication> IT)
- DAMA framework : DAMA wheel,environmental factors hexagon,knowledge area context diagram

This has been transformed into different versions (see below)

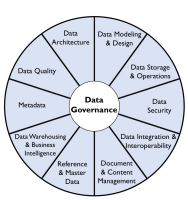


Figure 5 The DAMA-DMBOK2 Data Management Framework (The DAMA Wheel)

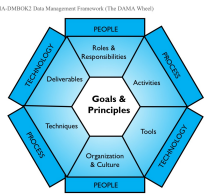
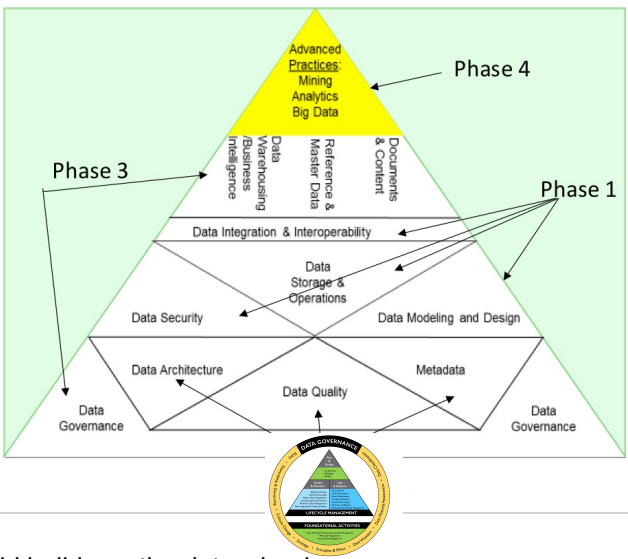


Figure 6 DAMA Environmental Factors Hexagon

- Peter Aiken'S framework for data governance is for companies which buy new softwares.

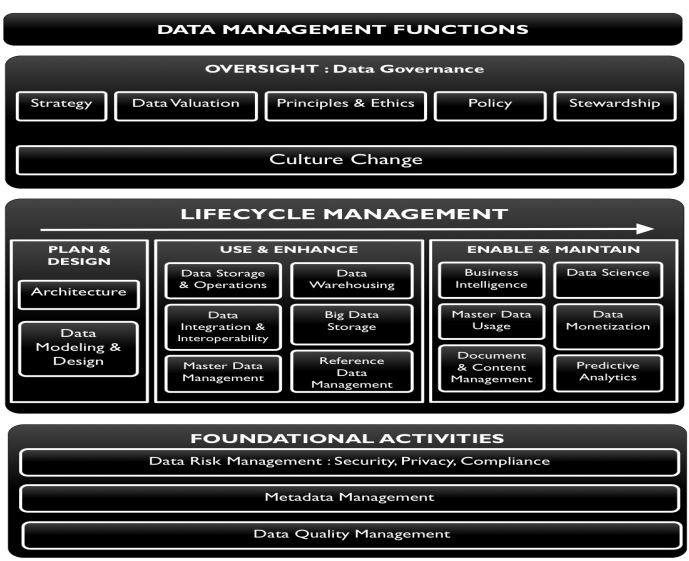
  Steps: buy the softwares find issues fix the data quality issues using data governance

  frameworks.



- Aiken's pyramid builds on the data wheel

- DAMA functional dependencies > developed by Sue Guens



gure 10 DAMA Data Management Function Framework

- focus on foundational activities before focusing on other higher level activities.

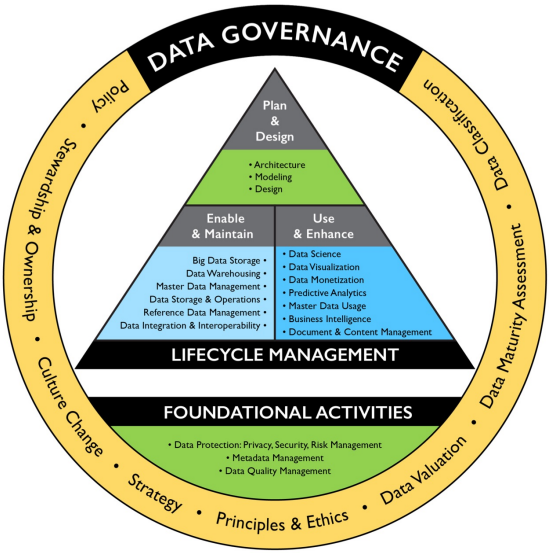


Figure 11 DAMA Wheel Evolved

End of chapter 1 ♡