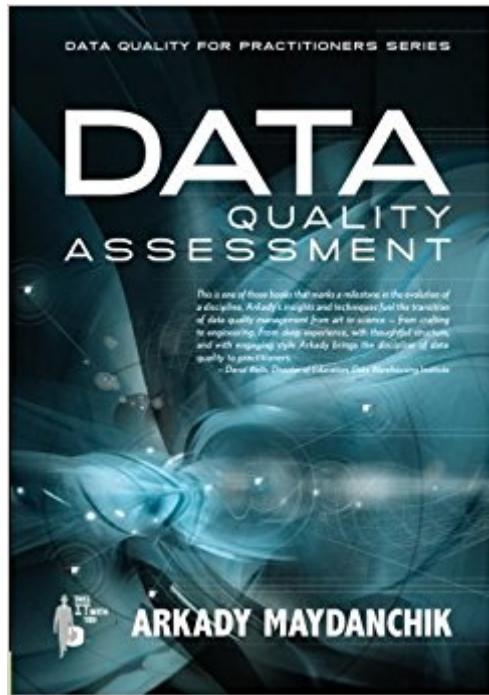


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# Data Quality Assessment



## Synopsis

Imagine a group of prehistoric hunters armed with stone-tipped spears. Their primitive weapons made hunting large animals, such as mammoths, dangerous work. Over time, however, a new breed of hunters developed. They would stretch the skin of a previously killed mammoth on the wall and throw their spears, while observing which spear, thrown from which angle and distance, penetrated the skin the best. The data gathered helped them make better spears and develop better hunting strategies. Quality data is the key to any advancement, whether it's from the Stone Age to the Bronze Age. Or from the Information Age to whatever Age comes next. The success of corporations and government institutions largely depends on the efficiency with which they can collect, organize, and utilize data about products, customers, competitors, and employees. Fortunately, improving your data quality doesn't have to be such a mammoth task. DATA QUALITY ASSESSMENT is a must read for anyone who needs to understand, correct, or prevent data quality issues in their organization. Skipping theory and focusing purely on what is practical and what works, this text contains a proven approach to identifying, warehousing, and analyzing data errors – the first step in any data quality program. Master techniques in: Data profiling and gathering metadata Identifying, designing, and implementing data quality rules Organizing rule and error catalogues Ensuring accuracy and completeness of the data quality assessment Constructing the dimensional data quality scorecard Executing a recurrent data quality assessment

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## Customer Reviews

My business, Northwest Database Services, has cleaned clients' data for over 20 years. In all that time I've only met two or three people who do this kind of work professionally on a regular basis. (Our conventions are small.) With this in mind, it is easy to see why I was so pleased and surprised to find someone had written a book about the subject; especially as thoughtful and insightful a one as *Quality Data Assessment*. Arkady Maydanchik brings years of experience and first-hand knowledge to the table, while organizing it into a logical, sequential and, most important, understandable manual. This book goes into the typical causes of data degradation as well as how to find it and begin the process of fixing it. You can't even begin to fix your data until you have a clear picture of what's going on "in there", so data assessment is the first and maybe the most important step in achieving data consistency and reliability. If your work involves data assessment, migration creation or maintenance, you should have this book on your shelf. It's that simple. But wait, there's more. This is just the first volume in a set of data assessment and cleaning processes, tips, tricks and tools books that will be forthcoming. I'm told that the second volume in this series will be published in October 2008. I know it sounds incredibly geeky, but I can hardly wait.

Data quality assessment has become so much a part of many data quality programs that we assume that everyone knows how to do it well and efficiently. But this is not the case. Done well, assessment is technically difficult and demanding, often conducted under the press of time, short on budget, and long on conflicting management demands. Much can, and does, go wrong. So Arkady Maydanchik's volume is a welcome addition to the data quality literature. It describes the end-to-end assessment process and each step in a brisk, easy-to-read style. I especially liked portions of Chapter 8. They lay out a process for actually creating business rules, another one of those nettlesome tasks that people underestimate.

There are a lot of well developed ideas presented in this text. Some of the ideas will be familiar to those who have participated in data quality assessment and repair projects. Nonetheless such a well thought out list is refreshing and sure to add to your understanding. The author has a quirky and fun writing style that makes it a surprisingly entertaining read. Five thumbs up.

Managing data most effectively and analyze that data quick and smart are some of the main requirements for modern database management systems. But what use is all this, when the quality of the underlying raw data is poor? This book introduces the reader on a very high level precisely,

but always easy to understand into several methods and techniques that can be applied to a data quality assessment project. It should be part of the toolbox for everyone concerned about data quality.

Maydanchuk knows his subject well and gives it a thorough treatment. I bought the book after hearing Maydanchuk speak. Both the speech and the book are well organized and useful. The book has a bit more than I found useful about how to organize your findings. I use his ideas all the time, but have not used his database at all. Shame on me! The English is quaint in spots. What the heck!

I am in the middle of setting up a new Data Quality Function now. This is a big help to be in setting up requirements and methodologies and document the processes that our team will follow. A little on the technical side if one is coming from a business background. I found the charts and tables at the back to be a great summary.

This book was a good buy from my point of view. I expected that it will have good quality based on other reviews I have read. Data quality is not fully established domain of knowledge so you can encounter many people with different opinions what data quality really is. I think that this book very well summarizes knowledge of data quality domain both theoretically but more importantly practically. Author is long time practitioner and it is certain that he uses his knowledge throughout the book not just describing some theory unused or impossible to use in practice. I also appreciate the style of writing. Author is trying to be clear about what he states, gives examples..

This is the best book on the subject I have seen, and I read almost all of them! Extremely well organized, taking the reader from the fundamentals through the process in an easy read. He has a way of presenting technical subject in such a way that anyone could understand them. All concepts are accompanied by examples taken from of every-day experience. All the examples are easily understood and well explained. After reading his explanation and examples of even the most complex and obscure data quality issues you are left with the feeling of "Oh yea, I get it."

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