

Outline - Data Quality for Operational BI

- **Data Quality Concepts**
 - Data Quality Fundamentals
 - Traditional BI Data Quality Concepts
 - Operational BI Data Quality Concepts

- **Data Quality Strategy**
 - Strategy Components
 - Traditional BI Emphasis Areas
 - Operational BI Emphasis Areas

- **Data Profiling**
 - Definition
 - Data Warehouse Design Implications
 - Special Operational BI Requirements

- **Data Cleansing**
 - Inadequacy of Addressing Symptoms
 - Root Cause Analysis
 - Partnerships for Effective Solutions
 - System Improvements
 - Business Process Improvements