15.56s Information Quality: Principles and Implementation

Participant Feedback

1. Reason for attending the course?

To increase my understanding and knowledge of more scientific and repeatable processes for data quality measurement and analytics.

I wanted to attend training that was not product based, but would focus on data issues, particularly some of the ways to measure data improvement.

To learn useful ideas for dealing with data and process issues within my company.

To expand my knowledge of the concepts and methods of data quality.

Genuine interests in learning from lecturers who have done in-depth work in DQ issues. My company has come to a point where the tools that have been put in place (data warehouse,OLAP tools) make data quality problems more evident.

To continue my education in this field.

Find out about "latest and greatest" thinking in area of DQ.

To establish if the methods and philosophies I use in DQM are consistent with the "mainstream approach" and to modify where necessary.

Long-term interest in data quality issues–I was "making up" my own methods and didn't have any independent support.

I came to this course in order to better prepare to teach Data Quality in Information Systems.

To address DQ issues/problems that exist in my organization as they have arisen in the past and as they are likely to in the future. I wanted specifically to find out how common our issues were in other organizations and to take advantage of "lessons learned" elsewhere. I hoped to come away with some specifics on, 1) finding out how to determine what is considered to be bad data (definition), 2) learning metrics, processes, etc. to deal with these, and to 3) developing an idea of how to promote DQ.

To learn industry practices and theory of data quality. I also wanted to understand skill sets needed for data quality positions.

Foundational understanding of DQ principles and confirmation of our current approach. Meeting others who are working in this area.

2. Were your needs met? If so, in what way? If not, how can we improve?

Yes, I felt a lot of the course matter went right to the heart of my needs. It also helped to raise topics, that until now, I had not considered

I got a) to see state of the art/state of the practice ideas on DQ, b) a framework and language for better discussing IQ, c) a feel for where tools can fit into the process and what the state of the market is. I would have liked to have seen the IP-Map discussed in more detail at this level course.

I believe that this course was an excellent introduction to the field of Data Quality. Although DQ is not a major concern for high–level management in my company; I believe that the principles learned in this course will help me in articulate the need for DQ and implement methods to audit and improve DQ.

Yes. I confirmed some thoughts that I had, and could see where DQ issues start, where to look for them and how other people dealt with this problem in the practical world.

I had a good foundation of DQ definitions and this was reinforced. I wanted more in depth discussion on implementation methodologies.

Yes, were met. Hearing from Stu Madnick and other academics about research cases was good.

Yes, meet interesting people, had good talks and appreciate that I could speak!

Yes, I have been able to match my methods and will change technology.

The real proof will be in the future. However, I'm excited to have the research support and practical methods to apply. I'm anxious to do some of the analysis and to test it out.

The course met my expectations and gave me a lot better understanding of what has been done in the area and what resources are available.

Absolutely met – course was very enjoyable and informative.

3. What did you like <u>most</u> about the course?

Hard to say, I liked the introduction of concepts that are being used with respect to data (Corporate Householding) that my company doesn't employ, but it was introduced at the course. I liked the amount of interaction between the presenters and the audience. I loved the fact that a collection of extremely bright people was able to gather and share information on this topic and pose intelligent questions along with practical insight. The presentations and breaks were well spaced.

Liked the 16 dimensions and definition discussion

Liked the last day speakers on their experiences – excellent speakers and talks.

I liked the structure of the course in that the foundations were set at the start and then applications of DQ in the real world ended the course. This process allowed me to formulate initial ideas and then compare and contrast them with the industry examples.

I liked the dynamics of the whole course.

Latest research on methods used successfully on DQ issues.

The structure of the course was best: hearing theory and then having presentations from real companies.

The simple way complex issues were explained.

I like the fact that it validated what I have been doing. I hope to be able to institutionalize some of the principles as we work on our enterprise architecture and on our development and rollout processes. The layout of the course was very good with the definitions and grounding followed by discussions of tools and then war stories of those trying to apply the principles.

Leading figures in the research and practices presented timely and significant <u>information</u>.

I liked the degree of preparation the staff put into the course.

The synergy between academia and industry was great. The mixture of theory and practice was very helpful.

I was reassured about the role and importance of DQ.

The audience lent a great deal to the experience because of the breadth and depth of those students.

Concepts that were presented with further reference material notated.

4. What did you like <u>least</u> about the course? How can we improve?

Could have a greater amount of details.

The pace of most of Day 1 and some of Day 2 lectures was too slow. Most of the audience is fairly experienced in knowing there are data quality problems in organizations and that they are important. The ideas presented in Lesson 3, 4, 7 were good but could have covered in ½ the time. I appreciated having the IA demo-ed. Should have been better prepared – it was rather uneven and uncertain.

I did not like that the optional workshops did not seem to materialize. I can understand that they were placed at the end of long days, however, I was looking forward to participating in them.

I didn't like the fact that the DQ needs to stand out as a position in the organization, because this tends to evaluate only those skills relevant. Maybe if we could see it from other perspectives as part of a senior post. In the business side of the company.

Mention of an IP-MAP w/ no details.

I missed a "get-together-party" or a kind of evening informal activities.

Limited time available for the course.

I would like the course to be longer. But your phase I Course seems to fill that niche. What happened to the optional workshop? Would have liked the lecture notes on CD-Rom. Can provide IA with all course packets?

Other suggestions?

Possible inclusion of information about this course in DM Review or some other publication with a wider distribution, because I found this by accident and I believe this is extremely valuable to any aspiring certified data professional.

Any further information on ROI to convince management of why doing this would be helpful. Information about the way DQ groups/positions are set up in companies would be useful.

Overall, I thoroughly enjoyed the course and plan on keeping in contact with the group as I implement and conduct a DQ project at my firm.

Focus on how skills needed to take DQ methodology and implement them within an organization. We need to have enough knowledge to put together a framework for improving DQ and understand what resources we will need to leverage to be successful.

I feel that for the fee, lunch should be included.

Instead of getting a coffee mug, a highlighter would be more useful.

Keep in contact. See you soon. In case of next year budgets it would be nice to have a IQM-I course in Jan, Feb, March, whatever is convenient for you but in Nov I could not send people (there is no budget assigned this year). Idea: we may want to think about a 2 day weekend workshop for CIOs, CEOs only (including spouses) at a high level resort to get the opinion of IQ to their minds. What do you think? Risk is little, we send out invitations via e-mail and if the response is good enough we do it otherwise not.

I liked the excellent readings distributed. As a member of academia it was nice to receive much of the important literature in a nicely formatted, meaningful system. I also liked the quality of the presenters. To a person they were well-prepared, enthusiastic and good teachers. It was a pleasure to hear them. Prof. Wang did an excellent job of moving the program along and stimulating important points and discussion. Improvements: Add fresh fruit to the menu. Organize an evening social event for more informal networking.

Can you create a distance learning aspect? CD-ROM, video and notes? Open leaving? Perhaps an open enrollment program via distance learning with an 'à la carte pricing program. Could this form as a bridge for on-site learning?