General Feedback

Please give us your feedback on each of the following questions:

How did you hear about our program?
- Webinar through Data University – Dr. Wang was a guest speaker.
- Searching the Internet.
- A friend from DPCW told me about this course because of my own interest in the quality of the information/data that I use in my research projects.
- Searching the Internet, looking for IQ/DQ.
- Since we belong to the DQM group, we have read Professor Wang's and Professor Lee's papers and have been following DQM practices in the industry. Google web search
- From Colleague
- A professional (Beatriz Castier) of my company attended the course and recommended me to attend the course also.
- From two sources: my manager, and the MIT website.
- Colleague recommendation.
- From the business partner (Informatica) and investor (Acxiom).
- MIT IQ website

2. Reason for attending the course?
- This is probably the leading (recognized) course in this field.
- Need to initiate a quality program – have no idea where to start
- We performed a Data Quality Assessment in my company, and we wanted to know what we should do now that the DQ problems have been "accepted" in the organization.
- To understand and learn about IQ and see if I can apply to my projects.
- I am concerned with DQ issues, but I don't have a "formal" methodology or way to know that we are going in the right direction.
- Get the researcher's view and experiences from the industry. Get a sense of actual problems & DQ initiatives other practitioners, from different industry sectors have, and the best practice they follow. Incorporate some lessons learned into our methodology to make it more efficient.
- Expand current knowledge of IQ/DQ and gain an academic perspective on current trends and theories.
- We are going to start a project addressing data quality aspects. In my company there is not a corporate group taking care of the quality of the data. We will try to establish some directions and policies for the company, starting with a prototype. The initiatives are isolated.
- Being the Test/QA team lead and having done a lot of QA work it seemed a logical continuation of my job to attend the DQ/IQ course. It was good I did as it opened a new window for me about a lot of aspects to enhance my current environment.
- Improvement to information quality within Risk Systems.
- My clients have a business pain in terms of data quality.
- To learn about techniques that can be applied to improve data quality in our databases.

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

- Yes, definitely. The statistics and data modeling classes need to be more focused – just take a few concepts and explain them in more detail.
- Partially, now I have some answers as to the process, but I am not prepared for the "organizational" issues. (Issues as to where in the organization should the DQ initiative reside, how many people are needed, what are their roles and responsibilities, etc.)
- Yes! Now I am going to apply the techniques learned and follow the advice of some of the participants and speakers to run our data quality project.
- Absolutely, I guess we can go in a well defined way, measure different dimensions, look at the 3Cs perspectives.
- A part of the needs were met in terms of understanding the theoretical principles and concepts. The only thing I could not get was some common industry solutions on practices in DQ.
- Yes, majority of needs were met. Would be interested is more mature theories, ideas and tools.
- Yes, my needs were met. I wanted to get some basic foundations about data quality to have a broad view of the issues involved, just the big picture. The course presented all the aspects involved.
- Yes, well it is simple now I know that the DQ/IQ is a new field.
- Yes – great insight and confirmation that we are on the right track!
- Yes. I got several frameworks to struggle with my problem.
- Yes. I had expected database techniques, but the management tools provided will allow data quality to be assessed and managed on an on-going basis.

4. What did you like <u>Most</u> about the course?

- Learning about everyone else's businesses and IQ problems – that was fascinating. I loved the variety of people and nationalities represented.
- The framework and the DQ principles are simple to understand and they can be taught back at the organization.
- Yang Lee's presentations that helped me to understand IQ key topics.
- There are a lot of materials we can use in our real job. The methodology is so organized.
- The course was balanced between some basic fundamentals of database and statistics, along with the Information Quality concepts. Content of the course was good, research papers and Professor Wang and Professor Lee's knowledge of the field was very impressive.
- The culture of data quality taught by Dr. Wang is thorough, and very comprehensive.
- The SQL, participants PPts, modeling and Normalization presentations were very helpful as they were areas in which I was lacking.
- The fact that there are a lot of dimensions involved. I liked the interaction that exists in the course.
- Just knowing that IQ/DQ is a new big field and QA is a subset is useful, maybe having further courses like IQ-2 or even Masters would be something I may consider, especially that we can pioneers. All the DFD/SQL presentations/sessions were great.
- Breath of subject matters.
- We can think about data quality the whole day. We can share people's experience and pain, and solutions.
- I enjoyed interacting with the other students and learning just how broad a discipline IQ is and how other disciplines (such as statistics) can be applied.

Thank you for your comments.
Your time and effort is greatly appreciated.

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

- Two days in a row of data modeling and statistics were too much. I would like to walk through real life problems and solutions as well.
- There was not enough discussion of industry implementation of these concepts. I think if there were more concrete examples by industry verticals (service providers, health, telecom, etc.) and discussing how some of these DQ concepts can be implemented would be beneficial. Also, show how some of the other companies, generalizing in some way, are currently implementing some of the DQ best practices.
- The first day/ day and half is very basic and might be redundant for some who are more seasoned in the field.
- The statistic part. I think the purpose of the course doesn't match very well with the statistical part.
- The presentation about statistics, even though useful, and important, it lacked the link to real life examples and scenarios.
- The statistics portion of the course was run through too quickly, would like to have taken more time over that.
- I am not familiar with statistics, so perhaps the "readings" book could include a more detailed version of the notebook pages.

6. Other suggestions?

- To give background information (e.g. papers) to read in advance in order to be better prepared for the classes.
- Divide the week. 1st day and half "beginner" and the rest of the week "intermediate."
- Very useful course. I am looking forward to the second course. In the future, as the IQ/DQ topic matures you will need to categorize the participants who have experience already in the field from those that are being subjected to the IQ/DQ field for the first time.
- Participant presentation should be on the first day so we can know who has what kind of problem.
- Have the course in other locations? (like Atlanta?)

Thank you for your comments.
Your time and effort is greatly appreciated.