Strategic Data Quality Management for Business Training Course

17 - 21 May 2026

Doha - *

5500 € (Per Person)

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Course Introduction / Overview:

In the modern business landscape, data is often called the new oil. But just like crude oil, raw data is useless until it is refined. Poor data quality can lead to flawed decisions, wasted resources, and lost revenue. This training course is designed to give business professionals the fundamental knowledge they need to understand, measure, and improve data quality across their organization. We will explore the key dimensions of data quality, from accuracy and completeness to consistency and timeliness. The course will cover practical techniques for data profiling, cleansing, and validation, and give a clear roadmap for creating a data quality framework. We will emphasize the business impact of bad data, showing how investing in data quality can directly improve everything from customer service to operational efficiency. As Larry English argues in his book "Improving Data Warehouse and Business Information Quality," data quality is not just a technical problem; it is a business imperative that requires a strategic approach. At BIG BEN Training Center, we believe that every professional needs to be a data steward. This training course will give you the skills to champion data quality and make sure your organization's data is an asset, not a liability.

Target Audience / This training course is suitable for:

- Business analysts and data analysts.
- Data stewards and data governance professionals.
- IT managers and project managers.
- Operations managers.
- Marketing and sales professionals.
- Customer Relations managers.
- Anyone who relies on data for their work.

Target Sectors and Industries:

- Financial services.
- Retail and e-commerce.
- Healthcare.
- Technology and software.
- Manufacturing.
- Government agencies and the public sector.
- Telecommunications.

Target Organizations Departments:

- Data and Analytics.
- Business Intelligence.
- Operations.
- Sales and Marketing.
- Customer Service.
- IT.
- Finance.

Course Offerings:

By the end of this course, the participants will have able to:

- Assess the business impact of poor data quality.
- Measure data quality using key dimensions.
- Develop a data quality framework.
- Implement data cleansing and validation techniques.
- Create a plan to prevent bad data from entering a system.
- Understand the role of data governance in data quality.
- Use data profiling to find data quality issues.
- Communicate the value of data quality to stakeholders.

Course Methodology:

This training course uses a highly interactive and case-study-driven methodology. The learning environment is a blend of lectures and hands-on exercises where participants will work with real-world datasets that have intentional data quality issues. They will practice data profiling, find anomalies, and develop a plan to clean and validate the data. Our expert trainers will facilitate discussions and provide feedback on the participants' plans. We believe that a practical approach is essential for learning this topic. This methodology makes sure that participants leave with a clear understanding of data quality concepts and the confidence to apply them in their own organizations to solve real business problems.

Course Agenda (Course Units):

Unit One: The Business Case for Data Quality.

- What is data quality?
- The cost of bad data.
- Key dimensions of data quality.
- The link between data quality and business decisions.
- Case study: a business failure caused by poor data.
- Understanding data's journey in an organization.
- The role of business professionals in data quality.

Unit Two: Measuring and Assessing Data Quality.

- Data profiling and its purpose.
- Techniques for measuring data accuracy.
- Assessing data completeness and uniqueness.
- Evaluating data consistency and validity.
- Measuring data timeliness.
- Creating a data quality scorecard.
- Using tools to find data quality issues.

Unit Three: Improving Data Quality.

- Data cleansing and correction techniques.
- Standardizing and normalizing data.
- Data validation at the point of entry.
- Developing a data quality improvement plan.
- Manual vs. automated data quality processes.
- The importance of a single source of truth.
- Best practices for data stewardship.

Unit Four: Data Governance and Quality Frameworks.

- The relationship between data governance and data quality.
- Creating a data quality team.
- Roles and responsibilities in data governance.
- Developing data quality rules and standards.
- Monitoring data quality over time.
- Implementing a data quality policy.
- Communicating data quality results to leadership.

Unit Five: The Future of Data Quality.

- Ethical considerations of data quality.
- Data quality in big data and AI.
- The role of machine learning in data quality.
- Continuous data quality monitoring.
- Future trends in data quality management.
- Final project: designing a data quality plan for a business.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

Given that data quality directly impacts business success, how can organizations move beyond a reactive approach to fixing bad data and instead create a proactive culture where high-quality data is the norm from the moment it is collected?

What unique qualities does this course offer compared to other courses?

This training course is unique because it is designed for business professionals, not just data experts. While many data quality courses focus on technical tools and complex code, this program emphasizes business case, strategic planning, and practical steps that anyone can take to improve data quality. We use real-world case studies and exercises to show the tangible impact of good and bad data on business outcomes. The curriculum is focused on giving you the skills to communicate the value of data quality and become a champion for better data within your organization. This combination of strategic business focus and practical application makes this course an excellent choice for anyone who wants to use data to make better decisions.