Strategic Data Quality Assurance and Cleansing Training Course



19 - 23 Oct 2026

Baku

5100 € (Per Person)

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Course Introduction / Overview:

In today's data-driven world, the integrity of information is not just a technical concern but a cornerstone of strategic decision-making, operational efficiency, and competitive advantage. Poor data quality can lead to flawed insights, costly errors, and missed opportunities, undermining the very foundation of business intelligence and analytics initiatives. This comprehensive course is meticulously designed to transform participants into proficient guardians of data integrity. It moves beyond basic data scrubbing to instill a strategic mindset for proactive data quality assurance. As the renowned data quality expert Thomas C. Redman emphasizes in his book "Data Driven: Profiting from Your Most Important Business Asset," treating data as a critical asset is paramount. This program, offered by BIG BEN Training Center, provides a complete A-to-Z roadmap, covering everything from foundational data quality dimensions and profiling techniques to advanced data cleansing, transformation, and the implementation of robust data governance frameworks. Participants will learn to not only fix bad data but to build sustainable systems and processes that prevent data quality issues from occurring in the first place, ensuring that their organization's data is accurate, consistent, and trustworthy.

Target Audience / This training course is suitable for:

- Data Analysts and Business Intelligence Professionals.
- Data Stewards and Data Owners.
- IT Managers and Project Managers.
- Database Administrators and Developers.
- Data Quality Specialists and Managers.
- Compliance and Risk Management Officers.
- Professionals involved in data migration and system integration projects.
- Master Data Management (MDM) professionals.

Target Sectors and Industries:

- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Telecommunications.
- Manufacturing and Supply Chain.
- Governmental and Public Sector Agencies.
- Insurance and Risk Management.
- Technology and Software Development.

Target Organizations Departments:

- Information Technology (IT) and Data Management.
- Business Intelligence and Analytics.
- Finance and Accounting.
- Marketing and Sales.
- Operations and Logistics.
- Customer Relationship Management (CRM).
- Compliance, Governance, and Risk.
- Research and Development.

Course Offerings:

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

- Develop a comprehensive data quality framework aligned with business objectives.
- Master advanced data cleansing techniques for standardization, deduplication, and enrichment.
- Implement robust data validation rules and data profiling methodologies.
- Define and measure key data quality metrics and create insightful dashboards.
- Conduct thorough root cause analysis to identify the sources of data errors.
- Integrate data quality controls into ETL processes and data migration projects.
- Establish a data stewardship program to foster a culture of data accountability.
- Build a compelling business case and measure the ROI of data quality initiatives.
- Apply data quality best practices in Big Data and cloud environments.
- Design and execute a strategic data quality improvement plan.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a real-world context. We believe that mastering data quality assurance and cleansing requires more than theoretical knowledge; it demands hands-on experience. The course structure blends expert-led presentations with intensive practical exercises, real-world case studies, and collaborative group workshops. Participants will work through complex data scenarios, learning to profile, assess, cleanse, and monitor data using established methodologies. Interactive sessions encourage open discussion, allowing attendees to share their unique challenges and learn from the collective experience of the group. Our instructors facilitate a dynamic learning environment where feedback is continuous and constructive. The program emphasizes the strategic application of concepts, guiding participants to build a complete data quality plan from scratch, ensuring they leave not just with new skills, but with a clear, actionable strategy to implement within their own organizations. This immersive approach guarantees a deep and lasting understanding of the principles and practices of strategic data quality management.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Data Quality

- Defining data as a critical business asset.
- The business impact of poor data quality.
- The six core dimensions of data quality (accuracy, completeness, consistency, timeliness, validity, uniqueness).
- Common sources and root causes of data errors.
- Introduction to the data quality management lifecycle.
- The crucial role of data governance in ensuring data integrity.
- Building a compelling business case for a data quality program.

Unit Two: Data Quality Assessment and Profiling

- Techniques for comprehensive data profiling and discovery.
- Methods for identifying data anomalies, outliers, and inconsistencies.
- Developing and documenting business rules for data quality.
- Establishing key performance indicators (KPIs) and metrics for data quality.
- Designing and implementing data quality scorecards and dashboards.
- Conducting a formal data quality audit and assessment.
- Applying root cause analysis techniques to data defects.

Unit Three: Core Data Cleansing and Transformation Techniques

- Data parsing, standardization, and normalization methods.
- Advanced data validation and verification strategies.
- Probabilistic and deterministic matching for data deduplication.
- Techniques for handling missing values and data imputation.
- Data enrichment using internal and external reference data.
- Data transformation for improved consistency and usability.
- Best practices for documenting data cleansing processes and logic.

Unit Four: Advanced Data Quality Management and Automation

- Implementing an effective data stewardship program.
- Embedding data quality controls within ETL and data integration processes.
- An overview of data quality tools and automation platforms.
- The relationship between Master Data Management (MDM) and data quality.
- Addressing data quality challenges in Big Data and cloud environments.
- Implementing preventative controls to maintain data quality over time.
- Managing data quality for real-time analytics and operational systems.

Unit Five: Implementing a Sustainable Data Quality Strategy

- Building a holistic and long-term data quality framework.
- Developing a strategic roadmap for data quality improvement.
- Managing organizational change and fostering a data-aware culture.
- Establishing processes for continuous data quality monitoring and reporting.
- Calculating and communicating the Return on Investment (ROI) of data quality initiatives.
- Best practices for sustaining a culture of data excellence.
- Capstone workshop: Designing a comprehensive data quality implementation plan.

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:

Beyond technical cleansing, how can an organization fundamentally shift its culture to treat data as a critical asset, thereby preventing quality issues at the source?

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

This course distinguishes itself by focusing on the strategic and cultural aspects of data quality, rather than solely on the technical execution of cleansing tasks. While many programs teach the "how" of data scrubbing, this training course deeply explores the "why" and "what's next," equipping participants to build sustainable, long-term data quality frameworks. We move beyond a tool-centric approach to emphasize methodology, governance, and business alignment. The curriculum is designed to cultivate a proactive mindset, teaching participants how to prevent data errors at their source through robust data stewardship and governance programs. A key differentiator is the emphasis on building a business case and measuring the return on investment, enabling participants to effectively champion data quality initiatives within their organizations. The course structure, with its reliance on real-world case studies and a capstone project where participants design their own implementation plan, ensures that the learning is practical, applicable, and directly transferable to the participant's professional environment. It is an immersive experience in strategic thinking for data management professionals.