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COURSE BROCHURE

Data Management Fundamentals and Practice Training Course

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Amsterdam

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Data Management Fundamentals and Practice is a 1-week training course for data stewards, analysts, information managers and business data owners, who leave with a data management improvement plan for one business area. As organisations depend on shared records for reporting, automation and customer service, weak ownership and inconsistent definitions quietly erode trust in every figure. Jupiter Prime Training sets these disciplines out as daily practice rather than theory.

Why Data Management Fundamentals and Practice Matters Now

Three forces shape the discipline today. Automation and analytics now consume records directly, so a missing value or a duplicated supplier travels straight into decisions. Business units expect self-service reporting, which exposes conflicting definitions of one customer or product. Retention expectations from auditors and privacy officers also make keeping everything costly. An organisation that assigns clear ownership, measures quality and documents meaning spends less time reconciling reports and more time acting on them; one that neglects them pays through rework and disputed numbers.

Who Gains Most from Data Management Fundamentals and Practice

- Stewards who answer for the accuracy and meaning of a defined set of records
- Analysts who prepare, reconcile and explain the figures behind recurring reports
- Information managers who look after storage, retention and access to shared records
- Business owners who decide what a customer, product or asset record must contain
- Coordinators who connect operational teams with technology and reporting teams

The greatest gain comes when a finance, operations or customer service function sends a steward, an analyst and a business owner together so the plan reflects all three viewpoints.

Data Management Fundamentals and Practice Capabilities

Participants move from describing record problems to assigning responsibility and sequencing fixes.

- Assign ownership and stewardship duties for priority record sets — business owners and line managers
- Assess record condition against defined quality dimensions — reporting and audit teams
- Build a business glossary entry and metadata profile — analysts and report consumers
- Specify golden records for customers, products and reference codes — operations and sales leaders
- Design retention and disposal rules across the record lifecycle — information managers and privacy officers
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Weigh storage and integration options for shared records — technology and finance stakeholders

Key Data Management Fundamentals and Practice Terms

- Data steward — the person accountable for the daily accuracy and meaning of a defined record set.
- Quality dimension — a measurable property of records, such as completeness, accuracy, timeliness, consistency or uniqueness.
- Business glossary — an agreed list of business terms, each with one definition and an owner.
- Master data — the core shared records, such as customers, suppliers, products and locations, that many processes reuse.
- Reference data — controlled lists of codes and values, such as units, statuses or classifications, used to label records.
- Retention schedule — a rule set stating how long each record class is kept, where, and how it is disposed of.

Data Management Fundamentals and Practice Day by Day

Day 1: Records as Organisational Assets

- Record Asset Inventory — Which Record Sets Carry the Most Business Risk
- Value and Cost of Poor Records — Where Rework and Disputes Originate
- Ownership and Stewardship Roles — Who Answers for Each Record Set
- Responsibility Assignment Matrix — Clarifying Decide, Maintain and Consult Duties
- Current Practice Self-Assessment — Setting the Starting Point for Improvement

Day 2: Measuring Record Quality

- Quality Dimensions and Business Rules — Translating Expectations into Tests
- Record Profiling Techniques — Spotting Gaps, Outliers and Duplicates Early
- Quality Scorecards and Thresholds — Agreeing What Acceptable Looks Like
- Root Cause Tracing — Fixing Sources Instead of Downstream Reports
- Issue Log and Remediation Workflow — Prioritising Fixes by Business Impact

Day 3: Meaning, Metadata and Shared Records

- Business Glossary Construction — Settling Competing Definitions Across Units
- Technical and Operational Metadata — Tracing Where Each Figure Comes From
- Lineage Mapping — Explaining a Report Back to Its Sources
- Golden Record Design for Customers and Products — Choosing Survivorship Rules
- Reference Code Lists — Controlling Statuses, Units and Classifications Centrally

Day 4: Lifecycle, Storage and Integration

- Record Lifecycle Stages — Creation, Use, Archiving and Disposal Decisions
- Retention Schedules and Legal Holds — Balancing Audit Needs and Storage Cost
- Storage Patterns for Operational and Reporting Records — Fit for Purpose Choices
- Integration and Interface Basics — Avoiding Copies That Drift Apart
- Access Rights and Classification — Protecting Sensitive Records Proportionately

Day 5: Practising the Data Management Improvement Plan

- Stewardship Charter Draft — Applying Day One Roles to a Chosen Area
- Quality Baseline for Priority Records — Applying Day Two Scorecards
- Glossary and Golden Record Starter Set — Applying Day Three Definitions
- Retention and Storage Actions — Applying Day Four Lifecycle Rules
- Improvement Plan Sequencing and Sponsor Briefing — Completing the Plan

Applying Data Management Fundamentals and Practice After the Course

- Profile one priority record set, publish its quality scorecard and agree thresholds with its owner.
- Convene stewards from two units to settle five disputed glossary terms and name each owner.

Data Management Fundamentals and Practice Questions FAQ

What is data management fundamentals and practice, and why does it matter now?

It is the set of everyday disciplines that keep organisational records owned, accurate, defined and kept for the right time. It matters now because automated reporting and self-service tools spread record errors faster than manual checks can catch them.

Which roles gain most from data management fundamentals and practice?

Stewards, analysts, information managers and business record owners gain most. You benefit if you answer for shared records or explain recurring figures.

How does a data management fundamentals and practice course differ from a big data or analytics course?

It focuses on ownership, quality, meaning and lifecycle of everyday business records rather than large-scale processing platforms or statistical modelling. It makes records trustworthy before anyone analyses them.

What do you bring back from data management fundamentals and practice?

You bring back a sequenced improvement plan for one business area. It holds a stewardship charter, quality baseline, starter glossary and retention actions.

Data Management Fundamentals and Practice: The Way Forward

The data management improvement plan first informs which record set receives stewardship and quality attention in the coming quarter. Business owners, stewards and the sponsoring manager use it to agree responsibilities and fix priorities. After its first cycle, revisit the quality thresholds and glossary scope, since early fixes often reveal upstream processes that deserve the next round of attention.