Data Quality Management Training Course

Professional Development Training Course Outline

Category	Business Intelligence	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Data is the backbone of modern organizations, and maintaining its accuracy, consistency, and reliability is critical for strategic decision-making. Data Quality Management Training Course equips participants with the knowledge and practical skills required to identify, analyze, and resolve data quality issues across various business processes. With increasing reliance on data-driven insights, organizations demand professionals who can ensure high-quality data to drive operational efficiency and customer satisfaction. This course combines theoretical frameworks with real-world case studies to provide a holistic understanding of data quality principles, governance, and management best practices.

Participants will gain a deep understanding of key data quality concepts, including data profiling, cleansing, monitoring, and governance. The course emphasizes hands-on learning, practical applications, and industry-standard methodologies to enable participants to implement effective data quality strategies. By mastering these skills, learners will be able to minimize data errors, enhance reporting accuracy, and optimize organizational decision-making processes.

Programme Curriculum

Data Quality Management Training Course

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Course Objectives

1. Understand the fundamentals and principles of Data Quality Management (DQM)
2. Analyze and measure data quality metrics using industry-standard tools
3. Implement data profiling and cleansing techniques to ensure accurate datasets
4. Develop effective data governance policies and procedures
5. Conduct root cause analysis for data quality issues
6. Manage data quality in large-scale enterprise systems
7. Apply automated data validation and monitoring tools
8. Ensure compliance with regulatory and industry data standards
9. Enhance decision-making through accurate and reliable data
10. Establish a data quality culture within the organization
11. Integrate data quality management into existing business processes
12. Evaluate and select data quality tools and technologies
13. Use case studies to apply DQM strategies in real-world scenarios

Organizational Benefits

- Improved data accuracy and consistency across systems
- Enhanced decision-making and reporting capabilities
- Reduced operational inefficiencies and errors
- Stronger compliance with regulatory standards
- Increased trust in organizational data for stakeholders
- Streamlined data governance practices
- Minimized financial and operational risks
- Improved customer experience through better data insights
- Strengthened organizational data culture
- Optimized business intelligence and analytics

Target Audiences

1. Data Analysts
2. Data Managers
3. Business Intelligence Professionals
4. Database Administrators
5. IT Managers
6. Data Governance Officers
7. Quality Assurance Professionals
8. Business Analysts

Course Duration: 5 days

Course Modules

Module 1: Introduction to Data Quality Management

- Importance of data quality in organizations
- Key principles of DQM
- Types of data quality issues
- Impact of poor data quality on business
- Introduction to DQM frameworks
- Case Study: Evaluating the cost of poor data quality in a retail organization

Module 2: Data Profiling and Assessment

- Techniques for data profiling
- Identifying anomalies and inconsistencies
- Data profiling tools and software
- Metrics to evaluate data quality
- Best practices for initial data assessment
- Case Study: Profiling customer data in a banking institution

Module 3: Data Cleansing Techniques

- Standardizing and correcting data errors
- Duplicate detection and removal
- Data enrichment strategies
- Automated vs manual cleansing approaches
- Maintaining ongoing data integrity
- Case Study: Cleansing product catalog data for e-commerce

Module 4: Data Governance Framework

- Principles of data governance
- Roles and responsibilities in DQM
- Policy creation and implementation
- Data stewardship and accountability
- Compliance with industry standards
- Case Study: Implementing governance in a healthcare organization

Module 5: Root Cause Analysis of Data Issues

- Identifying sources of data errors
- Process mapping for data quality
- Impact analysis of bad data
- Corrective and preventive actions
- Reporting data quality issues effectively
- Case Study: Root cause analysis in a logistics company

Module 6: Data Quality Monitoring and Reporting

- Establishing KPIs for data quality
- Automated monitoring tools
- Dashboards and reporting mechanisms
- Continuous improvement processes
- Integration with business intelligence systems
- Case Study: Monitoring data quality in a telecom company

Module 7: Tools and Technologies for DQM

- Overview of DQM software solutions
- Selection criteria for tools
- Integration with existing systems
- Evaluating tool effectiveness
- Hands-on tool exercises
- Case Study: Implementing a data quality tool in an insurance firm

Module 8: Case Studies and Best Practices

- Real-world examples of successful DQM
- Lessons learned from DQM failures
- Benchmarking DQM practices
- Developing organizational DQM strategies
- Future trends in data quality management
- Case Study: Global enterprise adoption of DQM strategies

Training Methodology

- Interactive lectures with practical examples
- Hands-on exercises and tool simulations
- Group discussions and scenario analysis
- Case study reviews and problem-solving
- Real-world application of concepts in exercises
- Continuous assessment and feedback sessions

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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