

# The Data Zoo - Recognising how data behaviours affect data integrity

**Duration: 3 hours**

## Overview

In this increasingly data driven world, data is an essential part of business life and is an essential component in decision making, particularly as part of strategic planning activities. The impacts of poor data quality on organisations is becoming increasingly evident through regulatory fines for misreporting, poor business decisions, data protection issues and the increasing costs of data quality improvement activities. There are a number of technology approaches to correcting data quality problems; however these only tend to address the symptoms of the problem. Usually, staff behaviours are the root cause of data quality issues which cannot be resolved by technology solutions.

## Who should attend?

Staff involved in the collection, usage and manipulation of data and senior managers of staff involved in data intensive activities.

## By the end of the course participants will be able to:

- Recognise the value of data in strategic and tactical decision making
- Understand how user behaviours can degrade data quality
- Recognise generic behaviours towards data
- Understand how different data behaviours can work together as part of teams and projects

## Course Content:

- The role of data in decision making
- Data in organisations
- Different data quality attributes
- Staff behaviours towards data
- How unacceptable behaviours differ between the physical world and the information world
- Exploration of different generic data behaviours using the Data Zoo ©
- Examples of data behaviours required in different work situations

## Related course

This course is closely related to the longer course “**The Data Zoo - Improving data behaviours to strengthen data integrity**” which is intended for staff running data provision processes, project and change managers.

For more information, please email [enquiries@dpadvantage.co.uk](mailto:enquiries@dpadvantage.co.uk) or visit [www.dpadvantage.co.uk](http://www.dpadvantage.co.uk)