



## ONLINE SHORT COURSE

# Data Quality and Data Ownership: Building a Solid Foundation for Data-Driven Success

Thursday, 30 May 2024, 17h00-19h00 SAST

--- Attend this course to earn CPD points through SACNASP ---

### COURSE DESCRIPTION

In the modern society, the quality and ownership of your data are paramount to making informed decisions, driving business growth, and improving day-to-day operations. Join our comprehensive masterclass on "Data Quality and Data Ownership" to gain a deep understanding of these critical aspects and learn how to harness their potential.

#### Key Learning Objectives:

**1. The Importance of Data Quality:**

- Discover why data quality is the linchpin of data-driven success.
- Learn how poor data quality can impact business operations and decision-making.
- Understand the various dimensions of data quality, including accuracy, completeness, consistency, and timeliness.

**2. Data Ownership:**

- Explore the intricacies of data ownership and the responsibilities it entails.
- Learn how to establish clear data ownership within your organisation / team and the benefits it brings.

**3. Data Quality Assessment and Improvement:**

- Explore a methodology for continuous data quality improvement.

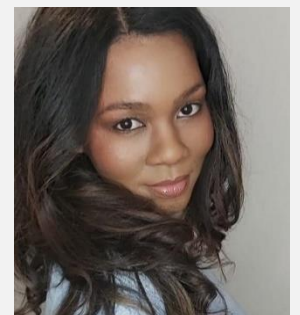
### PRESENTER

**Dr Jeanne Fredericks**

The Change Hub

Dr Fredericks is a data evangelist and seasoned educator with a passion for demystifying the world of data, strategy, change and transformation. As a social scientist, she has years of experience in the field of collecting and analysing data to tell stories that leads to significant business improvement. She owns a consulting firm, The Change Hub, that specialises in Organisational Transformation, where she works with top-listed JSE companies and global conglomerates to align their people, processes, and technologies with their strategies.

Dr Fredericks holds a PhD in Information Systems from the University of Cape Town (UCT) and is a sought-after speaker in Data, Strategy, and Business Change & Transformation. She also has standing invitations from UCT, the University of the Western Cape, and the Stellenbosch University Business School to bring industry knowledge into the classroom.



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