Self-Service Success Skills:
Moving from Chaos to Collaboration
Course Outline

Day 1

Data Preparation for Self-Service Analytics

- Data Preparation Basics
  - The *What* and *Why* of Data Preparation
  - Introduction to Data Preparation Tools
  - Data Preparation and Analytics Architecture
  - Data Preparation and the Analytics Lifecycle
- Data Discovery
  - Data Sources
  - Data Sourcing
  - Data Exploration
  - Data Discovery Exercise
- Data Transformation
  - Improving Data
  - Enriching Data
  - Formatting Data
  - Data Transformation Exercise
  - Data Blending
  - Data Blending   Exercise
- Data Governance
  - Data Validation
  - Data Protection
  - Data Management
- The Technology Landscape
  - Data Preparation Platforms
  - Products Overview

Computers with Excel and text editor are needed for the exercise portion of this content. The exercises are done as group work so it is not necessary for each individual to have a computer but every group will need to have at least one. The ideal group size is 4 to 5 people.

Day 2 – Morning

Data Governance in a Self-Service World

- Big Shifts in Data Management
  - The World of Legacy BI
  - The Technology Revolution
  - Modern Data Ecosystems
  - The World of Modern Analytics
  - The Magnitude of Change
- Governance & the Information Supply Chain
  - Data Governance Goals

- o   Data Protection in the Information Supply Chain
  - o   Data Utility in the Information Supply Chain
  - o   Data Value in the Information Supply Chain
- Technologies and Modern Data Governance
  - o   Data Ingestion Tools
  - o   Data Cataloging Tools
  - o   Data Preparation Tools
  - o   Reporting and Analysis Tools
  - o   Data Lake and Pipeline Tools
- People, Processes & Modern Data Governance
  - o   Changing Governance Practices
  - o   Rethinking Policy Enforcement
  - o   Rethinking Complexity
  - o   Rethinking Decision Rights
  - o   Rethinking Process Rigor
  - o   Stepping Up to Data Ethics
  - o   Data Governance as a Service

Day 2 – Afternoon

Curating and Cataloging Data

- Self-Service Data
  - o   The World of Self-Service Data
  - o   Historical Perspective
  - o   Why Self-Service Data?
- Data Curation
  - o   Data Curation Defined
  - o   Why Data Curation?
  - o   The Data Curator
  - o   Data Lifecycles and Curation
  - o   Curating Big Data
  - o   Getting Started with Data Curation
- Data Cataloging
  - o   What is Data Cataloging?
  - o   Why data Cataloging
  - o   The Data Catalog
  - o   Metadata and the Catalog
  - o   Data Catalog Tools
  - o   Getting Started with Data Cataloging

Day 3 – Morning

Data as a Service: The Enterprise Data Marketplace

- Working in a Data-Centric World
  - o   Information, Technology, and Data

- o   Working with Data
- o   Data Services
- o   The Enterprise Data Marketplace
- Building & Implementing Data Services
  - o   Data Marketplace Architecture
  - o   Data Suppliers
  - o   Products and Inventory
  - o   The Storefront
  - o   The Back Room
  - o   Services and Shoppers
  - o   The Technologies
  - o   The Cultural Shift
- Beyond Self-Service Data
  - o   What If … Speculating about the Future

Day 3 – Afternoon

Workshop -May include any of:

- Data preparation exercises reapplied using client datasets

- Rethinking Data Governance
  - o   What needs to change to govern for self-service?
  - o   What guides and guardrails are needed? How to implement them?
  - o   Building a culture of coaching and collaboration

- EDM Roadmap
  - o   Your vision for an enterprise data marketplace – the future state
  - o   Your current state of data inventory, metadata, data curation, and data services
  - o   Current state / future state gap analysis
  - o   Laying out the roadmap – changes in people, processes, and technology