

## Case Study - Enterprise Data Warehouse - Data Profiling

### WHY IS DATA QUALITY IMPORTANT?

Typically business users are aware of data quality problems, but rarely the quality of enterprise data is addressed consistently and effectively. Furthermore quality of data in most organizations is neither measured nor managed properly.

Yet improving data quality is probably the most effective method of realizing the Return on Investment for any data centric project.

### THE ORGANIZATION

An international bank with an extensive consumer branch network.

### THE PROBLEM

The bank lacked the ability to report on its data describing its relationship with customers across the bank at the enterprise level due to widely distributed systems. As a result was unclear to the bank how they were performing on core product offerings.

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*According to TDWI research poor data quality problems cost US companies more than \$600 billion each year.*

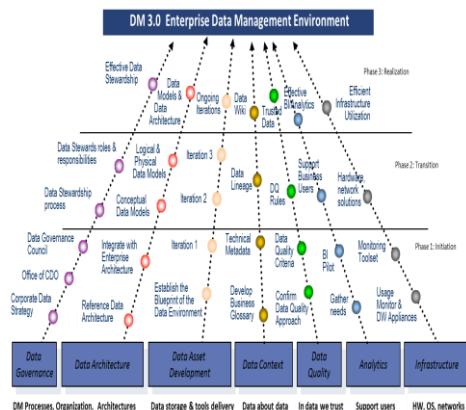
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### WHAT WE DID

Gavroshe was engaged by the bank to develop an Enterprise Data Warehouse (EDW) environment and supporting ecosystem to provide a single view of the data, or a ‘single source of truth.’

Following our Seven Streams Approach Gavroshe worked with the organization to:

- Define the enterprise data architecture
- Implement a data governance process
- Identify the critical data assets
- Collect and document the organization metadata
- Assess the quality of source data and recommend corrective actions
- Develop and build out the EDW solution architecture and infrastructure
- Implement analytic tools and approaches to analyze the data.



DM 3.0 Seven Streams Approach

During the assessment of the source data (“Profiling”) to be loaded into the data warehouse, Gavroshe noted that a number of mortgage entries had no associated interest rate.

Gavroshe worked with the Bank to identify the root cause:

- The current mortgage system allowed an override of applied rates, even supporting a zero interest rate, by Bank employees.



## Contact Us

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- Bank employees were unscrupulously exploiting this weakness to provide interest free mortgages to their friends and families.

The bank was able to take corrective actions to recover unpaid interest from mortgage holders.

## THE END BENEFITS

In addition to deploying an integrated EDW, the bank was able to use this scenario as a case study to:

1. Identify other areas of weakness (process and system) that may be exploited by using data profiling to find anomalies.
2. Implement extensive fraud detection safeguards as part of the Data Profiling and Enterprise Data Warehouse initiatives, further reducing potential losses due to fraud.

The Enterprise Data Warehouse initiative provided further benefits:

- Reduction in losses from fraud.
- Improvements in source systems through monitoring and profiling of data quality to identify weaknesses.

## DATA QUALITY FROM THE DATA MANAGEMENT LEADER

Gavroshe's proven Seven Streams Methodology helps organizations not only address their Data Quality issues, but also to implement best in class data management practices and approaches.