experian™

Experian Aperture Data Studio for Data Quality Analysts

Helping to empower and equip the modern data practitioner

Take control of your data assets with Experian's next generation data management technology

Aperture Data Studio

As a data practitioner, you are the driving force in your organisation's quest to create a long-term strategy for data quality management and maturity.

It's a complex and demanding role.

One moment you can be hosting workshops to create stakeholder awareness and the next you're on the frontline - performing root cause analysis, measuring impacts and building data quality rules to detect and prevent defects.

You know from experience that data quality is critical to the success of so many initiatives but it's often a challenge for you and your team to meet the growing demand for your specialist services.

We can help.

We built Aperture Data Studio from the ground up to help the modern, proactive data quality analyst meet the complex challenges they face.

It allows you to perform a complete range of data quality, data governance and data management functions, but without the need for weeks of training and implementation.

Here are some features of Aperture Data Studio that will help data quality analysts become more productive and skilled in their increasingly demanding strategic and operational role:

Data Quality Rules Management

Data Quality Dashboards and Reporting

Training and Mentoring

Enterprise-Grade Data Profiling

Enforcing Data Quality Standards

Rapid Issue Management Resolution (IMR)

Empowering Data Stewards

Data Enrichment

Data Quality Rules Management

As a data quality analyst, you need to discover, document, execute and maintain a complex set of data quality rules across many different data domains and systems.

Aperture Data Studio provides a common platform for not only automating the discovery of data quality rules but enabling them to be stored, shared and executed, all via a business-friendly interface and incorporates machine learning algorithms for automatic data tagging to improve day-to-day data quality.

Data Quality Dashboards and Reporting

A key role of the data quality analyst is to articulate the impact of data quality using data quality scorecards and reports.

Aperture Data Studio allows you to create interactive dashboards that present data quality metrics at an appropriate level for each stakeholder. Drill-down capability allows the viewer to quickly navigate from high-level impacts to the underlying issues, in a few simple keystrokes.

Training and Mentoring

One of the tasks of a more senior data quality analyst is to train and mentor the junior analysts and data stewards who join the team.

By using our platform, you can simplify the onboarding process by providing a single platform that needs minimal training and includes embedded guided walk-throughs out of the box as well as facilitating every phase of the data quality and stewardship lifecycle.

Because Aperture Data Studio is so easy to learn, you can get trainees operational in days, not weeks, further validating the importance and value of your data quality team to the organisation.

Enterprise-Grade Data Profiling

The studio dramatically improves your personal performance by allowing you to profile full volumes of data, at real-time speed, in a business-friendly interface.

Due to its unique architecture, it will also automatically discover complex relationships across disparate systems, allowing you to create accurate data quality rules at lightning speed.

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Enforcing Data Quality Standards

A key aspect of your role is identifying data elements, information chains and technical processes, that need to be improved to meet data quality standards.

Aperture Data Studio allows you to apply automatic validations of data according to an out-of-the-box Glossary of business constants. Additionally you may create your own validation rules to maintain a set of standards for data across your organisation.

Finally, the whole process can be monitored for any new breaches or issues that fall outside of the thresholds defined for your data standards.

Rapid Issue Management Resolution (IMR)

Our unique automated data discovery and data profiling capability allows you to quickly navigate to the root-cause of problems by discovering the linkages between disparate systems and data flows.

Once the issue is detected, and its impact assessed, the collaborative nature of our solutions mean that issues can be assigned directly within the tool, resulting in a far quicker resolution and a full audit trail. A further benefit is that individual defects can be assigned a monetary impact. This allows you to quickly demonstrate the value your team brings to the resolution process.

Empowering Data Stewards

One of your key responsibilities, as the organisation matures, is to assist in the creation of business-line data quality stewardship roles.

The studio provides a single platform for you to implement data stewardship responsibilities, security profiles, workflows, management reporting and issue resolution, all within a single environment.

What's more, because Experian technology lives within secure, collaborative platforms, you will enable data stewards to work far more closely with the wider data quality and data governance teams.

Data Enrichment

In order to improve customer communications it is vital to verify that contact data is correct. To ensure that your messages are highly targeted, it may be necessary to add additional demographic profiling data that will enrich and complete a Single Customer View.

Aperture Data Studio offers drag-and-drop integration to petabytes of expertly curated global address, email, geolocation, demographic and political data sets. These allow you to increase the power of your data by with our data.

Contact dataquality@experian.com or call 0800 197 7920 today
to arrange your proof of value session free of charge.