# AI IN DATA MASTERING COURSE

This certification aims to endow decision makers, project managers, marketing managers and IT professionals with comprehensive knowledge of Data Mastering and AI contribution.

The training focuses on the strategic alignment of Data Mastering with business processes to enhance and automate the process of creating, maintaining, and governing a single, accurate, and unified view of master data across an organization for strategic insights, decision making and compliance.
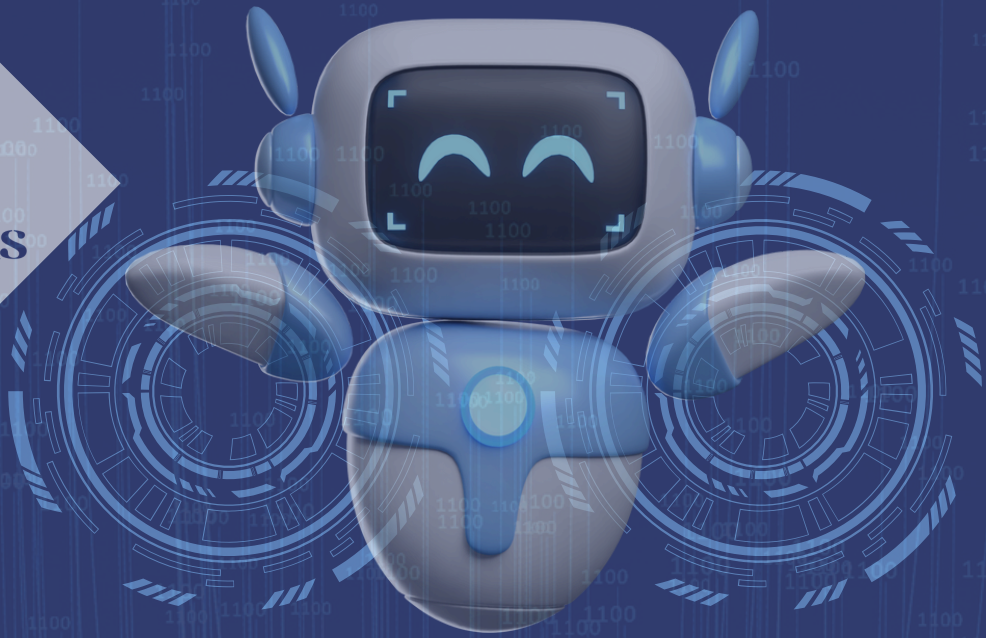
**Decision makers and senior data leaders who are responsible for the overall data strategy, quality, and management within an organization.**

Additionally, **Product and Marketing Managers, IT professionals and Project Managers** will benefit from gaining knowledge of how AI in Data Mastering can streamline data **integration**, **cleansing**, **deduplication**, and enrichment in the context of master data management.

## Outcome

Upon completion, participants will be equipped with the skills and knowledge needed to leverage **AI in Data Mastering** techniques to optimize the data mastering process.
They will gain the skills to **lead integration projects, troubleshoot common issues**, and optimize the use of technology in data mastering.
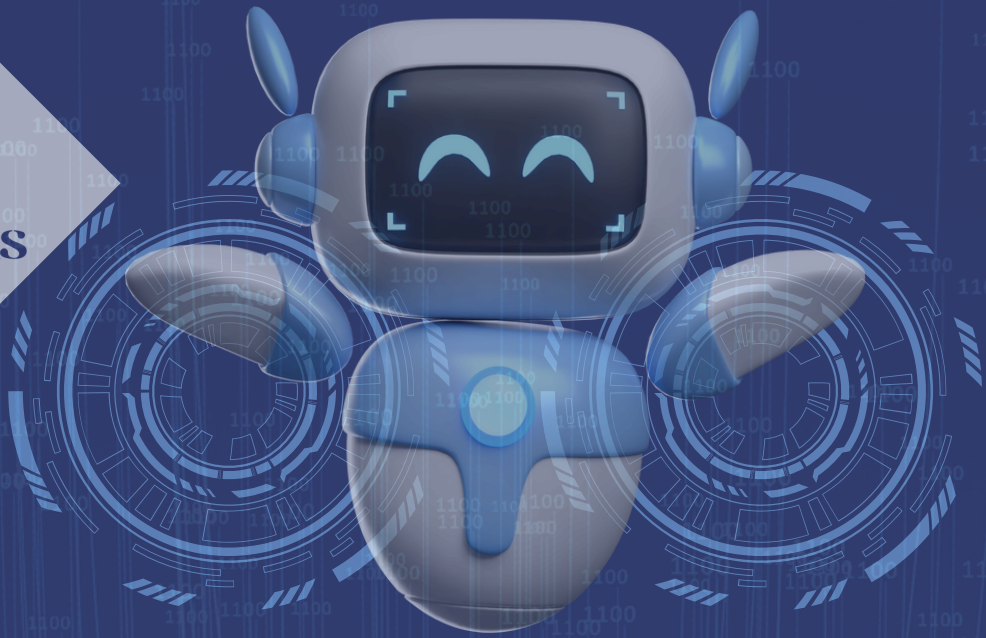
# Calendar

**Day 1: What is Data Mastering?**
·Overview of Data Mastering
·Importance of a unified data record
·Challenges in data mastering: Duplication, inconsistency, and complexity

**Day 2: Data Sources**
·Data Sources identifications
·Multiple Data Sources, what to take?
·Data Quality Issues and harmonization
·Data lifecycle and the role of data mastering in the process

**Day 3: Strategic Importance of Integration**
·Assessing organizational readiness and requirements
·Planning and project management

**Day 4: Change Management**
·Risk management and mitigation techniques
·Stakeholder engagement and communication strategies

**Day 5: Role of AI in Data Mastering**
·Using AI models to forecast data quality issues
·Predictive analytics for identifying data trends and potential errors
·Enhanced products offering
·Fast access to unified data
·Use cases and best practices