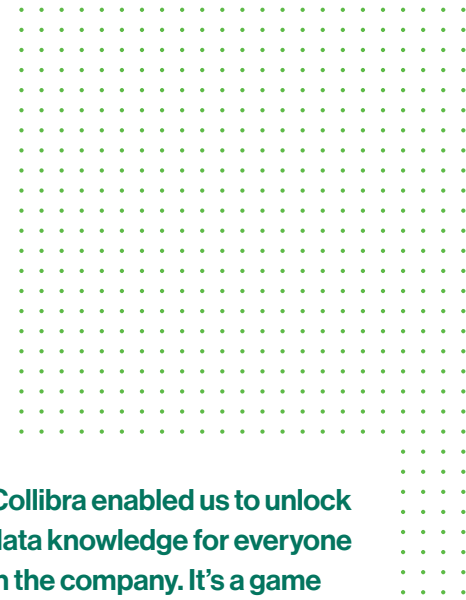# Data Scoring

## Enhance the data shopping experience

Every organization strives to use the highest quality data to drive business decisions. But many companies use multiple data quality tools, usually for different departments or different sources, and each of these tools is configured with different rules. This means there is no common measure or view of data quality across the enterprise. As a result, business analysts waste valuable time manually sifting through data sets to find the best data available to use in their analysis. In fact, in a recent Forrester survey[1], analysts say that 76% of their time is spent on non-strategic tasks such as finding, validating, accessing and cleansing data.

With Collibra's Data Scoring feature, business analysts can compare data sets within a data domain using scores that measure data quality and quickly assess which data set is the best fit for their needs. This frees up analysts' time to focus on generating insights instead of sorting through and evaluating data for analysis. It also ensures their analyses are as accurate as possible so that critical business decisions are made using the highest quality data available.

> "Collibra enabled us to unlock data knowledge for everyone in the company. It's a game changer to become a truly data-driven enterprise."

**Joroen Diepstraten**
Director, Enterprise Data Architecture,
Philip Morris International

## Benefits

### Increase productivity

Eliminate analysts' struggle of manually searching for and evaluating data and accelerate time to insight with the ability to discover and select the best available data sets

### Enable smarter decision making

Produce more accurate analyses by choosing the data sets best fit for your needs and ensure critical business decisions are made using the highest quality data available

### Optimize stewardship investments

Allow data stewards to focus on maintaining data sets that score highest and are most used by the business. Track changes in scores to diagnose where improvements should be made

### Trust your data sets

Validate data sets by creating a common lens to assess data quality and deliver trusted data sets to the business

1. Forrester Data Intelligence Report, Forrester, 2020

# Product Highlights

### Profile data sources

Create summaries of data sources and provide statistics on the data they contain, such as number of records and frequency distribution

### Define data scoring strategies

Configure rules by data domain to establish which data should be considered irregular, such as anonymous, null or invalid, at the data concept level
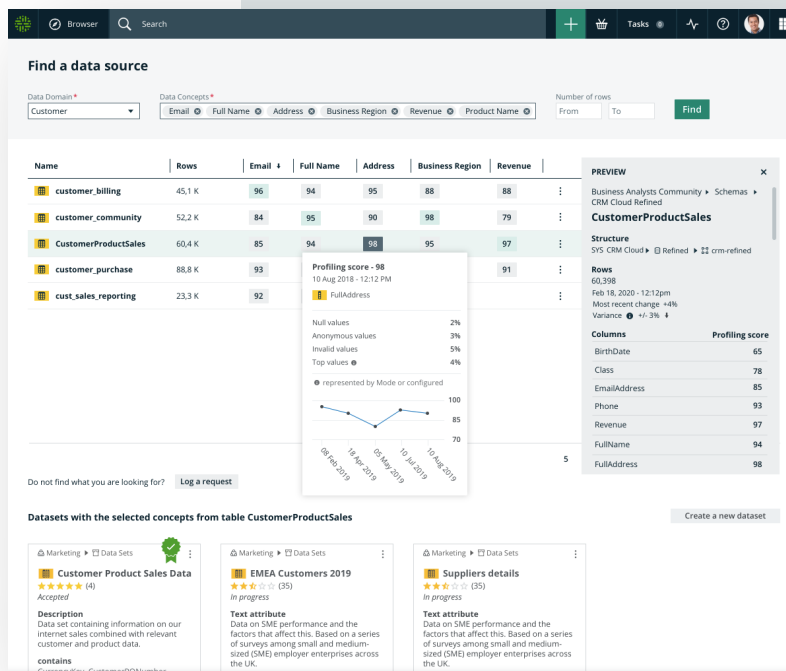
### Find similar data

Search within a data domain for data sources containing the data concepts you need for analysis

### Score your data

Generate scores measuring data quality by data concept using a scoring technique that measures relevant facets of your defined data scoring strategies

### Compare similar data sets

Use scores to compare multiple data sets within a data domain and check out the ones that best fit your analytical needs

### Drill down into scores

Get further detail about a score with the ability to see a component breakdown and track historical changes

For data sources mapped to a particular data domain, view scores by selected data concepts and click on a score to get a component breakdown and historical view

**If you are interested in learning more, please visit our website and request a demo at collibra.com/request-a-demo.**