

# DATA GOVERNANCE

Data governance consists of roles, responsibilities, policies, and procedures for data management. It ensures that data is accurate, consistent, compliant with regulations, and secure, and all data-related decisions align with overall company objectives. Data governance also addresses issues like data quality and privacy.

## HIERARCHIES

Timeless reporting structure that creates aggregates of data across product, location, time (and other components).

## MASTER DATA MANAGEMENT

Promotes and maintains standards, consistency, and integrity of data through the execution of the data governance strategies.

## DATA ROLES

Roles with temporary (i.e., project-related) or permanent responsibilities relative to management of data (e.g., sponsors, stewards, analysts, IT, and maintenance).

## DATA ATTRIBUTES

Entity characteristics that may be static or may change over time (e.g., comp/non-comp location status, seasonality product status, comparable last year for time).

## PIM

Product information management (or PIM) is the process of managing all the information required to market and sell products through distribution channels.

## SYNTAX

Defined acceptable terminology and formatting (e.g., capitalization standards, number of significant digits, currency symbols).

