

USING DATA FOR PROFIT







Data access

The act or method of viewing or retrieving stored data.

Data aggregation

The act of collecting data from multiple sources for the purpose of reporting or analysis

Data cleansing

The process of reviewing and revising data in order to delete duplicates, correct errors and provide consistency.

Data collection

Any process that captures any type of data

Data integrity

The measure of trust an organization has in the accuracy, completeness, timeliness, and validity of the data.

Data migration

The process of moving data between different storage types or formats, or between different computer systems.

Data mining

The process of deriving patterns or knowledge from large data sets. The purpose is to refine data into a more comprehensible and cohesive set of information.

Data model, data modelling

A data model defines the structure of the data for the purpose of communicating between functional and technical people to show data needed for business processes, or for communicating a plan to develop how data is stored and accessed among application development team members.



Data security

The practice of protecting data from destruction or unauthorized access.

Data set

A collection of data, typically in tabular form.

Data source

Any provider of data–for example, a database or a data stream.

Data steward

A person responsible for data stored in a data field.

Data structure

A specific way of storing and organizing data.

Data visualization

A visual abstraction of data designed for the purpose of deriving meaning or communicating information more effectively.

Data warehouse

A place to store data for the purpose of reporting and analysis.