

What is Data Management?

Worksheet

Data management is the systematic approach to handling an organization's data assets—from collection and storage to quality control and security. Effective data management enables better decisions, reduces errors, and protects sensitive information.

Questions

1. What is the first step in the data management lifecycle?

- A) Analyze trends
- B) Collect data from sources
- C) Store in a database
- D) Implement security

2. Which regulation governs patient data in healthcare?

- A) GDPR
- B) HIPAA
- C) SOC 2
- D) ISO 27001

3. Data governance focuses on

- A) just storing files
- B) policies, quality, access, and compliance
- C) building servers
- D) deleting old records

4. What is 'data cleaning'?

- A) deleting all old data
- B) removing duplicates and fixing errors in datasets
- C) hiding sensitive information
- D) backing up files daily

5. A retail chain collects daily sales data from 500 stores. How should they manage it?

6. A healthcare provider must keep patient records accessible but confidential.

7. An e-commerce company wants to improve customer experience using data.

8. Define: What is data management?

9. Define: Why is data quality important?

10. Define: What is data governance?

Answer Key

1. B) Collect data from sources - Data must be collected before it can be stored, processed, or analyzed.
2. B) HIPAA - HIPAA (Health Insurance Portability and Accountability Act) is the US standard for healthcare data privacy.
3. B) policies, quality, access, and compliance - Governance ensures data is accurate, accessible, secure, and compliant through defined policies and controls.
4. B) removing duplicates and fixing errors in datasets - Data cleaning removes duplicates, fills missing values, and corrects errors to improve quality.
5. 1. Centralize: Use a data warehouse to consolidate point-of-sale data 2. Clean: Remove duplicates and standardize formats 3. Analyze: Track trends, inventory, and seasonal patterns 4. Secure: Encrypt customer payment information
6. 1. Store: Use HIPAA-compliant database 2. Govern: Set role-based access (doctors see full records, billing sees limited) 3. Audit: Log all data access 4. Backup: Maintain redundant systems
7. 1. Collect: Track browsing, purchases, reviews 2. Process: Segment customers by behavior 3. Analyze: Identify upsell opportunities 4. Act: Personalize recommendations and offers
8. The systematic approach to collecting, organizing, storing, securing, and maintaining business data for accuracy and accessibility.
9. Poor data leads to wrong decisions, wasted resources, and damaged reputation. Quality data ensures reliability.
10. A framework of policies, procedures, and controls that ensure data is accurate, secure, and compliant with regulations.

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