


# Data Profiling: The Key to Successful Data Integration

*By By Don Sallot*

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**Data Profiling: The Key to Successful Data Integration** By By Don Sallot

Overview

Data profiling is the key to successful data integration since data profiling is central to the data warehouse, data hub and data mart development life-cycle. Data profiling is one set of activities performed during the development life-cycle but plays a significant role in insuring a successful integration initiative.

Data Profiling
•Confirms that the data supports the business requirements.
•Confirms data element content and relationships.
•Confirms that the data model supports both the requirements and source data.
•Identifies potential natural business keys collisions when like sources are brought in and integrated.
•Provides input to the source to target mapping process, insuring that the ETL development specifications support both the data model and data content.
•Provides for both the before and after unit testing of the data model and ETL programs and processes.

Data profiling is an analysis of the candidate data sources for an integrated data repository such as a data warehouse, data hub and data marts to clarify the structure, content, relationships and derivation rules of the data. Profiling helps to understand anomalies and to assess data quality, but also to discover, register, and assess enterprise metadata. Thus the purpose of data profiling is both to validate metadata when it is available and to discover metadata when it is not. The result of the analysis is used both strategically, to determine suitability of the candidate source systems and give the basis for an early go/no-go decision, and tactically, to identify problems for later solution design, and to level sponsors' expectations.

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