INTRODUCTION
Data Quality has become an important priority for organisations as the volume and variety of data sources has increased. Before making any decisions upon data, organisations need to be able to quickly assess the data quality to establish the trust that can be placed upon it. When planning analyses it is important to understand which tables can be joined and which keys are usable. Once the data quality is established mitigation can take place, for example by standardising on a number of set values or by extracting usable information from a text field.
This session will be a demonstration of the capabilities of SAS Data Management Studio to address these requirements. Consideration will be given to the needs of the pharmaceutical industry, particularly with regards to preparing data for analysis.

DATA MANAGEMENT STUDIO
Data Management Studio is a single client interface to cover all the Data Quality needs of an organisation. It is an evolution of DataFlux dfPower Studio, but has a completely different look and feel and many new functions. It also provides a platform for other solutions, such as qMDM 3.0 (the latest release of SAS’ Master Data Management capability).
The software is built around the Data Management Methodology, which will be used as a guide for the demonstration.
Data Management Studio is designed to work with SAS 9.3 and above; SAS 9.2 is not supported.

DEMONSTRATION
There follows a sequence of screenshots which will give a flavour of the demonstration.

Figure 1 - The Data Management Methodology
Figure 2 - Metadata Explorer

Figure 3 - Data Profiling
Figure 4 - Redundant Data Analysis

Figure 5 - Monitoring Data Validity
POSSIBLE APPLICATIONS IN THE PHARMACEUTICAL INDUSTRY

Possible uses in the pharmaceutical industry include
- Metadata exploration before analysis or warehousing
- Profiling before analysis – after receipt of database
- Standardisation of Adverse Event terms
- Adverse Event Reconciliation – Redundant Data Analysis
- Business Rules monitoring of data quality before database lock

CONCLUSIONS
Data Management Studio is a complete solution which encompasses all the data quality needs of the enterprise. It is easy for business users to use and can easily integrate with source systems using standard methods. Through the data management methodology users are guided through the process of improving data quality.

CONTACT INFORMATION
Your comments and questions are valued and encouraged. Contact the author at:

Dave Smith
SAS UK
Wittington House
Henley Road
Medmenham
Marlow
Bucks
SL7 2EB

Work Phone: 01628 404379
Fax: 01628 490550
Email: david.smith@suk.sas.com
Web: http://www.sas.com

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