

# Master Data Management

*Master data management (MDM) is a method used to define and manage the critical data of an organization to provide, with data integration, a single point of reference. The data that is mastered may include reference data- the set of permissible values, and the analytical data that supports decision making.*

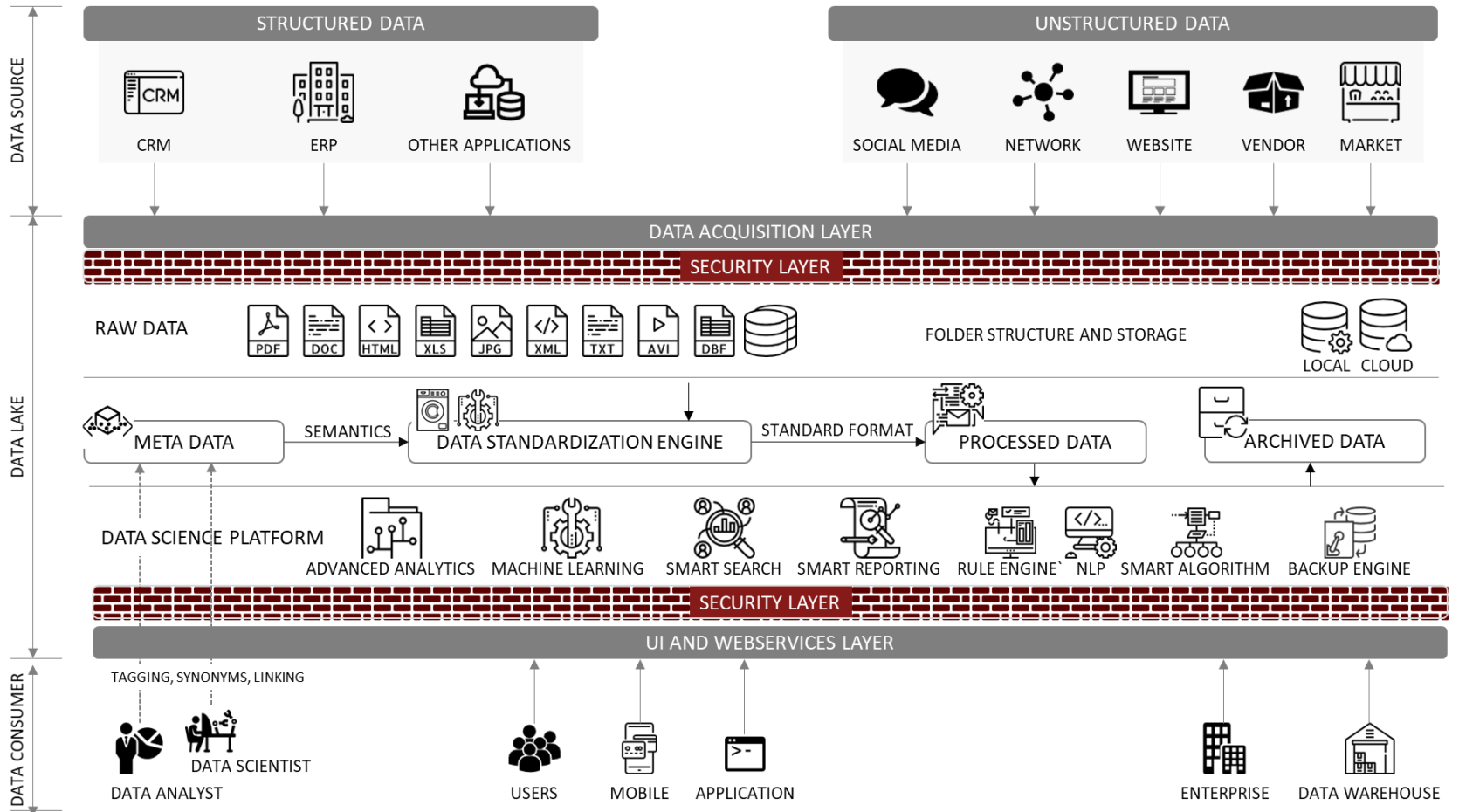
# Problem Statement

- Lead Inventory (LI) of customer data has continuous data feed.
- Source of data is multiple and growing with inputs from data users.
- Most updates are done manually and has led to redundant and unauthenticated data.

# System Requirement

- Maintain customer data in a standardized way with flexibility and incremental updates which will be referred to as Customer Information Folder (CIF).
- Data from Lead Inventory will follow several reconciliation steps to move to CIF.
- There is a parallel storage of customer information in a data warehouse.
- A periodical comparison and reconciliation of both data is needed to minimize gap.
- Data in CIF is required to be profiled to uniquely identify customers.
- Database needs to be defined and has to be scalable with rules for access.
- There should be a mechanism/policy to validate accuracy of process and data

# System Components(Total View)





# Master Data Management-Tech stack

- Data Integration tool – Open Source Talend
- Backend – Post GRE
- Future input capture – HTML V,CSS,XML
- Scripting – Advanced Java Script