

Operationalizing Data Quality

A PEOPLE FIRST APPROACH

APRIL 2026

content
discovery 
METADATA



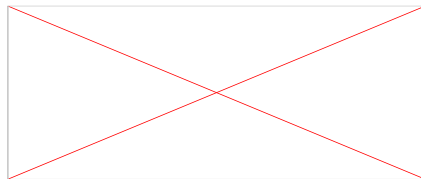
AI is Data Hungry!

-Alex
Pentland





Olga Howard
Information Architect II



FJORD™
Design and Innovation from
Accenture Interactive







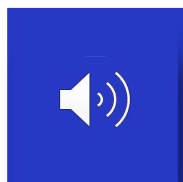
Case Study: Variety Studio



“

When does the show Actors on Actors come on?

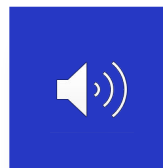
Before



Sorry, I couldn't find any listings on that show.



After



Reruns of Variety Studio: Actors on Actors will air on Saturday on PBS WETA at 7PM and 7:30PM and on Monday at 5 AM.



There's need for *utility*.



**SERVICE
LAYER:**

**APIs &
Subscriptions**

**LOGIC
LAYER:**

**Metadata &
Governance**

**INTEGRATION
LAYER:**

**Processing &
Categorization**

**SOURCE
LAYER:**

**Raw
Data**

Processing & Cataloging Layer: Data Quality Rules



Accuracy

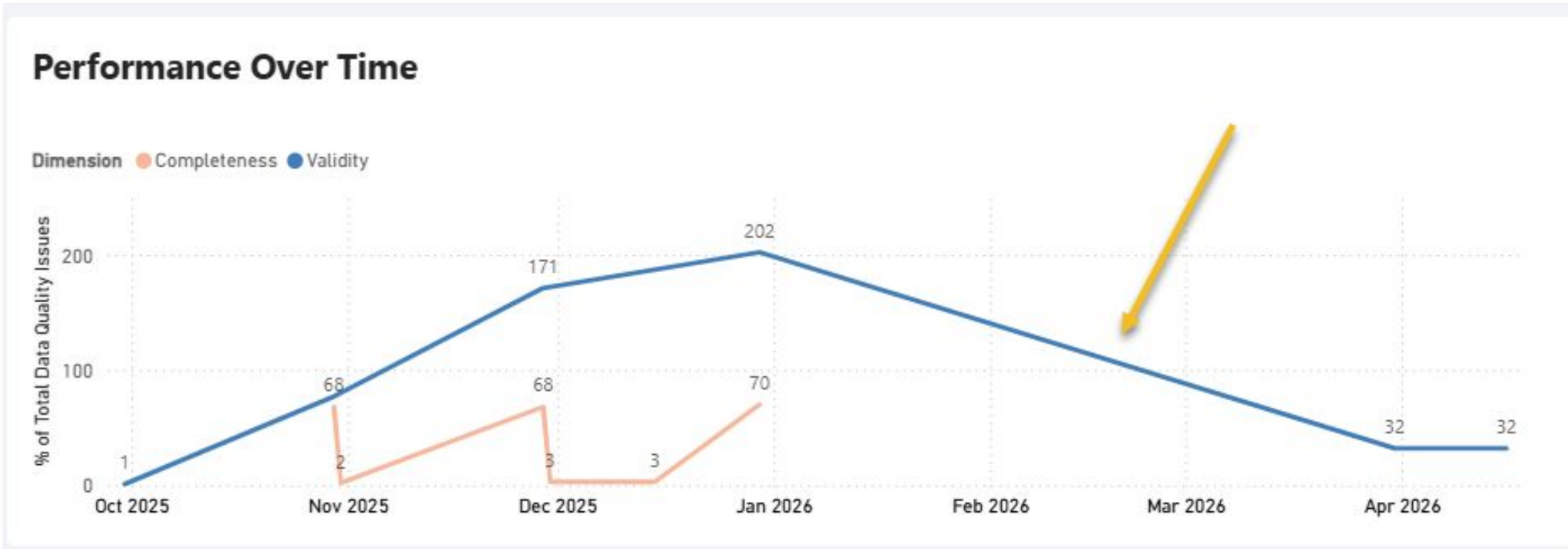


DQ Rule Example: For Direct-to-PBS shows, the final Episode Title must be in place 3 months prior to release. If not, send an alert to the Data Custodian.

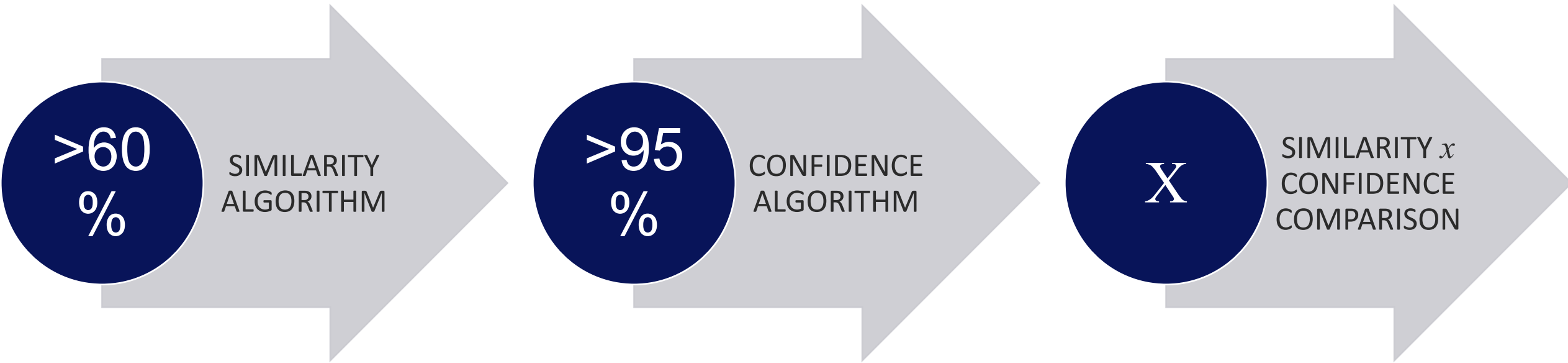
Timeliness



1. Metadata needs
2. Information requirements
3. DQ Dimensions/DQ Metrics
4. Metadata stewardship
5. Metadata custodians
6. Focusing decisions
7. Data quality rules
8. Accountability
9. Decision rights
10. Rules of engagement
11. Communication paths
12. Escalation paths



Service Layer: Machine Learning Title Matching





Q & A