



Session 2: Unleash the Power of Metadata

Michelle Donovan, Alation

Jun 21, 2023

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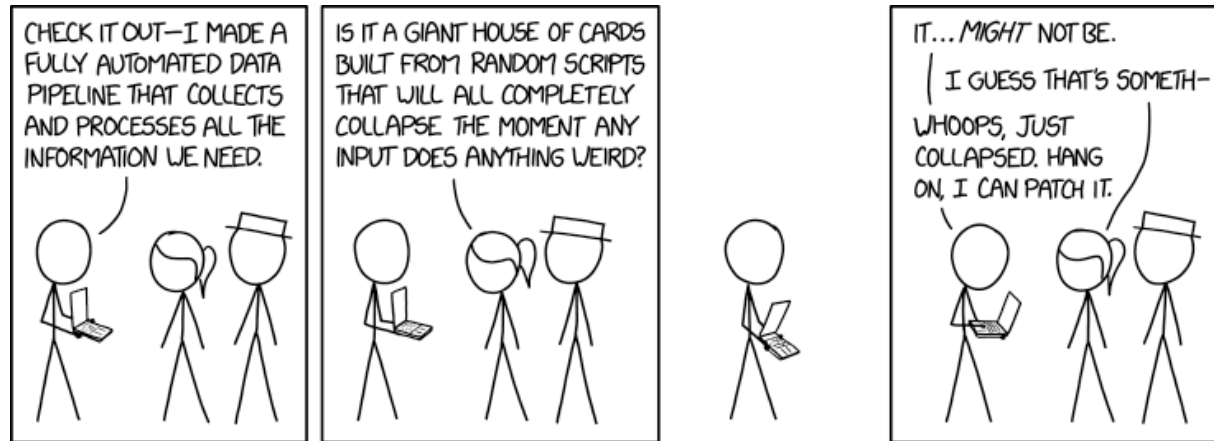
- About the types of metadata, and how they can inform smarter data usage
- How enabling bi-directional flows of metadata across your modern data stack can empower more users with a heightened sense of the wider data landscape
- Why data engineers are increasingly relying on metadata to build more reliable data pipelines and weave data fabrics



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Data Analyst with experience in Healthcare, Telecoms & Financial Services including Customer Call Analytics, Financial Crime Analysis, Internal Audit.

Metadata has always been important, especially in changing landscape



<https://xkcd.com/2054/>

Metadata Categories

- **Business** – business context & meaning such as description, business rules, ownership
- **Technical** – technical aspects such as data type, format, location
- **Operational** – operational aspects such as usage, processing, such as last modified date, aggregations
- **Compliance** – related to regulatory or legal requirements, such as data classification, data retention policy

The screenshot shows the Alation metadata interface for a table named 'Bank Account Details' (BNK_ACCT_DETAILS). The interface is divided into several sections:

- Warning:** A yellow banner at the top contains a warning message: "Be sure to follow protocols for Personal Data Protection Policy & PII (Personally Identifiable Information) Policy when accessing this data; reach out to Phil Wall (Compliance) for more info." It also mentions "Data Protection Office (Mar 8, 2022 at 1:52 am)".
- Endorsed by:** A green banner below the warning shows it is endorsed by "Data DevOps (Mar 8, 2022 at 1:50 am)".
- Overview:** A navigation bar with tabs for Overview, Columns..., Samples..., Filters 174, Joins 6, Lineage, Queries 8, and Health 6.
- Description:** A section with a red border containing the text: "Describes what customers have multiple accounts." It includes links to "Finance Term Glossary" and "Data set for customer accounts in NY [+]" and a "Request Access" button.
- Source Comments:** A section with a red border containing the text: "This is a group of tables which describes customers that have multiple accounts".
- Classification:** A section with a blue border containing a table of classification details:

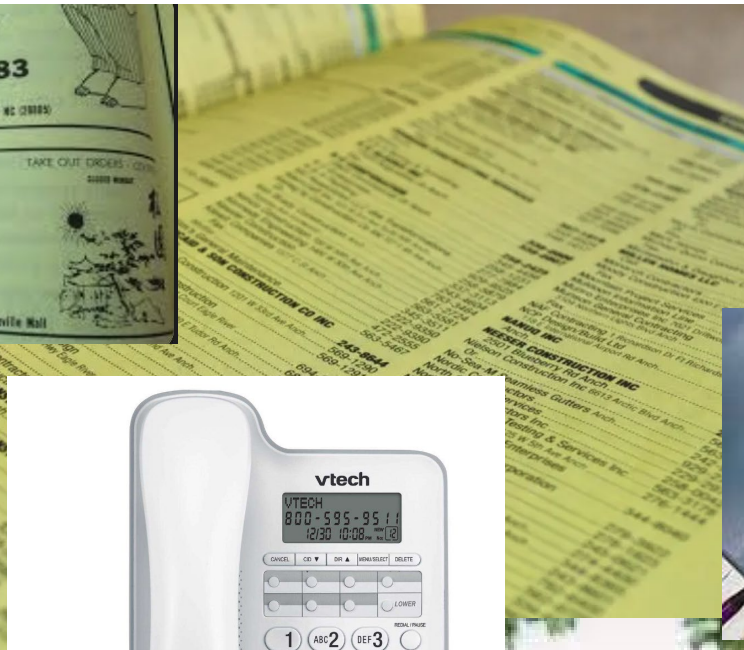
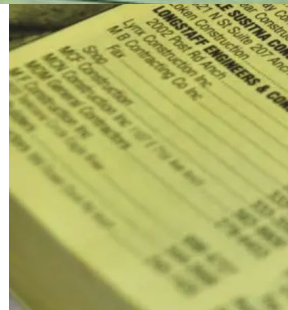
Security Classification	Certified
Internal Use Only	Yes

PII Classification	Critical Data Asset
Verified PII	Yes
- Sample Columns:** A table with a blue border showing the first two columns:

Column	Title	Health	Type	Popularity
CUSTID	Customer Id	No Rules	NUMBER (38, 0)	
FIRSTNAME	First Name	1	VARCHAR(10)	
- Top Users:** A section with a red border listing users: Michelle Lam, Data DevOps, Christina Doherty, alation_edw_svc_acct, and alation_compose_readonly.
- Data Owners:** A section with a red border listing the owner: Cameron DeOliviera...
- Stewards:** A section with a red border listing stewards: Sally Steward (Anal...) and Data Protection Offi...
- Properties:** A section with a blue border showing metadata: CREATED (Apr 26 2022 at 4:35am) and LAST ALTERED (Apr 3 at 6:24am).
- Domains:** A section with a red border listing domains: Finance, Person, and Active Data Govern...

How can enabling bi-directional flows of metadata across your modern data stack empower more users with a heightened sense of the wider data landscape?

Ordering food...





Santa Monica Properties

Best Pizza near me in Santa Monica, California

Sort: Recommended

Featured Takeout Options



Firenza Pizza
4.5 stars 189 reviews
Salad, Italian, Pizza

[View Website](#)
Open until 6:30 PM



Braazo Pizza
4.5 stars 897 reviews
Pizza, Salad

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Open until Midnight



Fat Tomato Pizza
4.5 stars 91 reviews
Pizza, Italian, Chicken Wings

[Order Now](#)
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Éléphante

4.5 (20.6k) • Italian • \$\$\$
Santa Monica
A Global Dining Access

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Why We Like It

Designer-restaurant Nicholas Mathers has created an oasis in the heart of Santa Monica. With its blond wood accents, handpicked furniture, and breathtaking views, the space will lure you into staying much longer than you anticipated.

Guests: 2 Guests Date: Today

19 20 21 22 23 24 25 26 27 28 29

Dinner

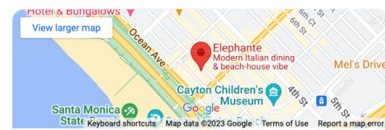
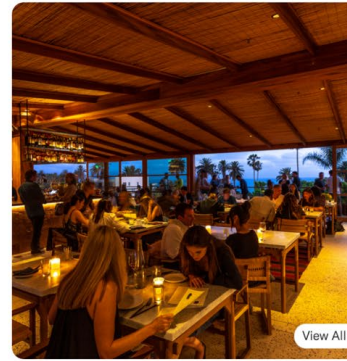
10:00 PM Cactus Garden Entry Room | 10:30 PM Cactus Garden Entry Room | 10:30 PM Sunset Room | Notify

Need to Know

We accept walk-ins at our bar where we serve our full menu. It is a first come first serve, check with our front host for same day availability.

About Éléphante

Get your refill of vitamin D at the sky-high Éléphante Beach House. The tastefully designed rooftop bar is steps away from the ocean, and has the panoramic views to prove it. Come for the expertly crafted cocktails and curated list of natural wines. Stay for the coastal Italian bites and DJ nights.

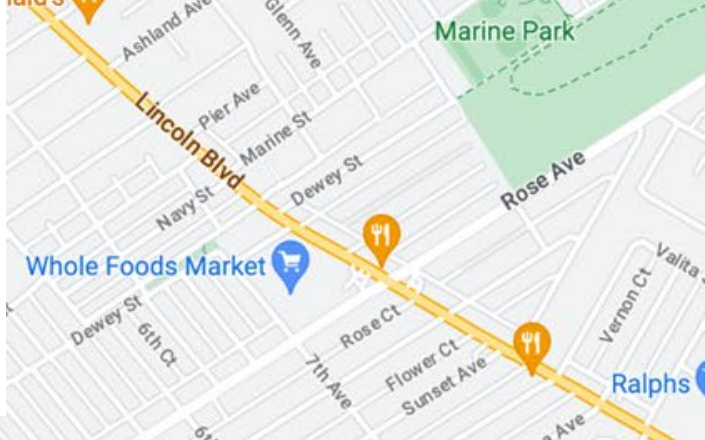
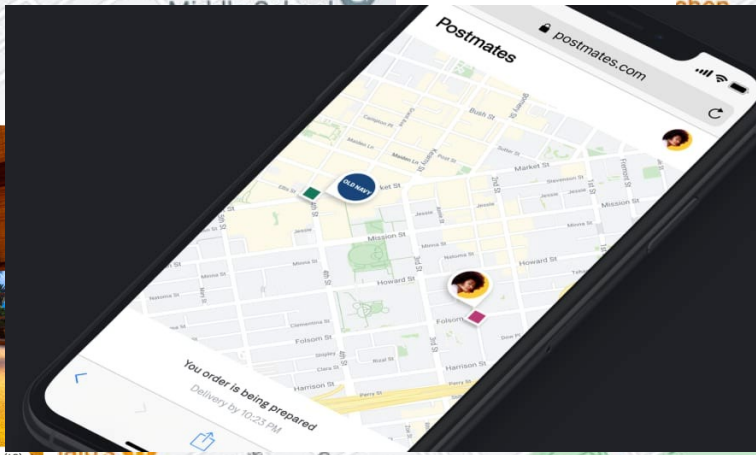


Éléphante
1332 2nd Street, Rooftop
Santa Monica, CA 90401

Get Directions

+1 424-320-2384

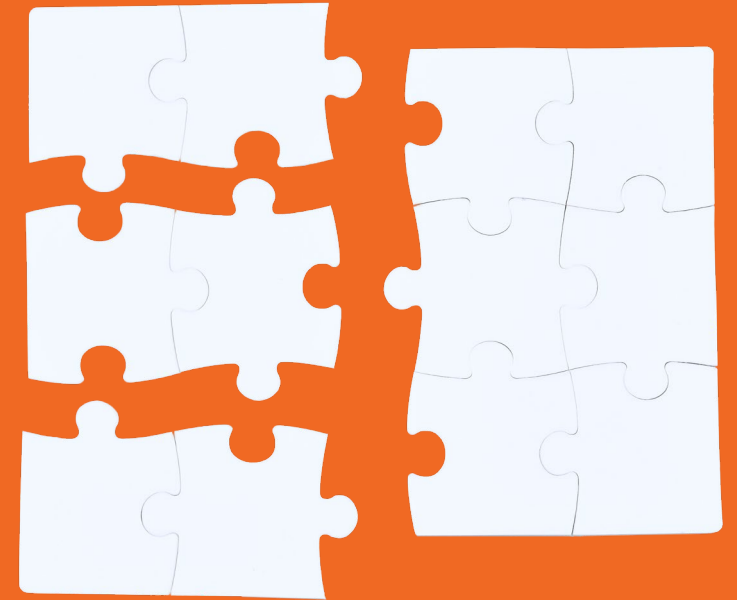
<https://www.elephantela/>



Pieces of a puzzle

Enabling bi-directional flows of metadata across your modern data stack can empower more users with a heightened sense of the wider data landscape

- Enhanced Collaboration
- Increased Data Understanding
- Improved Data Governance
- Democratized Data Access
- Contextual Decision Making



Metadata to build more reliable data pipelines

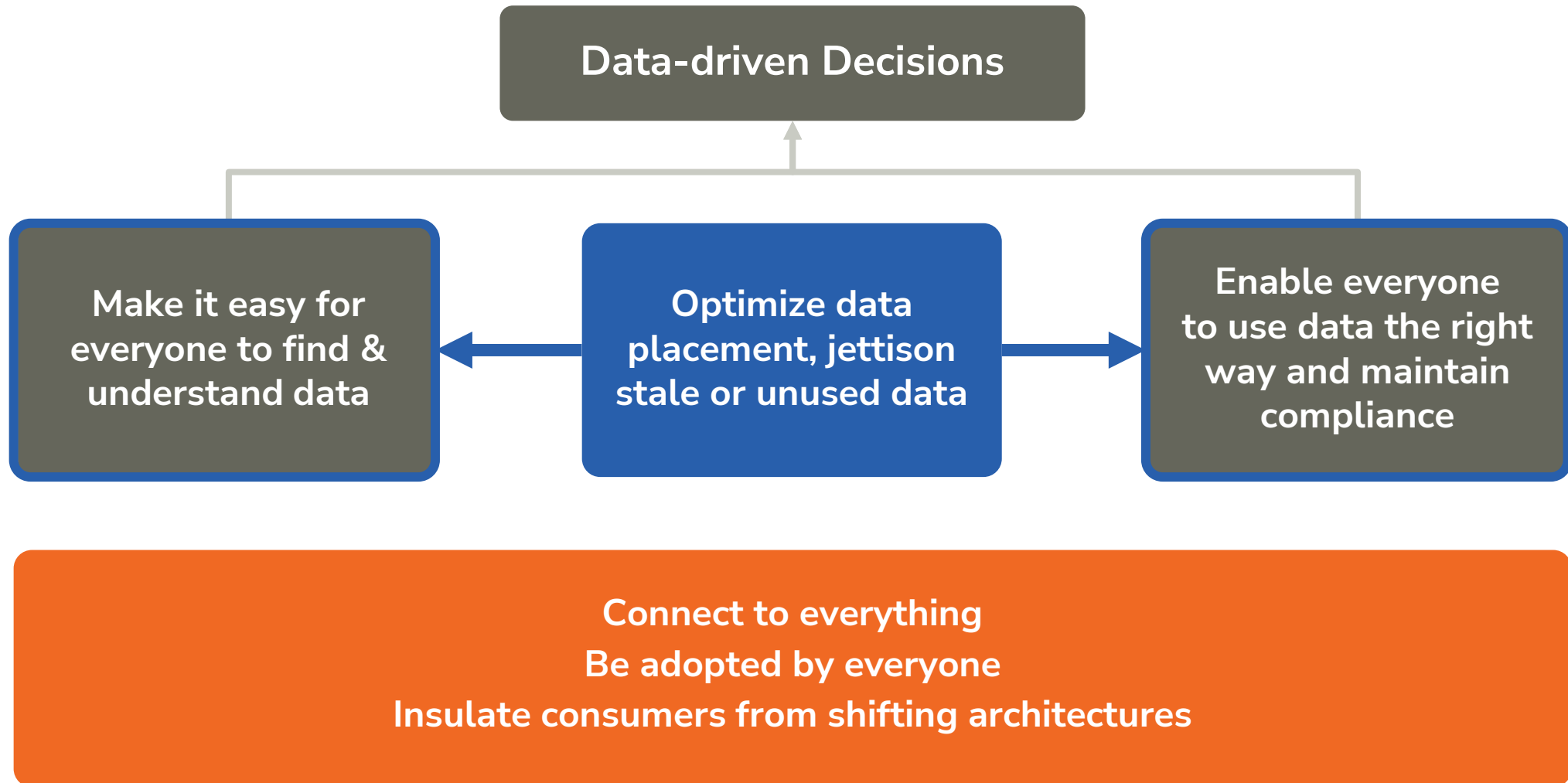
Metadata provides valuable information about the characteristics, quality, and lineage of data, enabling data engineers to make informed decisions throughout the data pipeline lifecycle.

- Data Understanding
- Data Quality
- Data Governance and Compliance
- Collaboration and Discovery
- Scalability and Automation
- Data Lineage and Impact Analysis

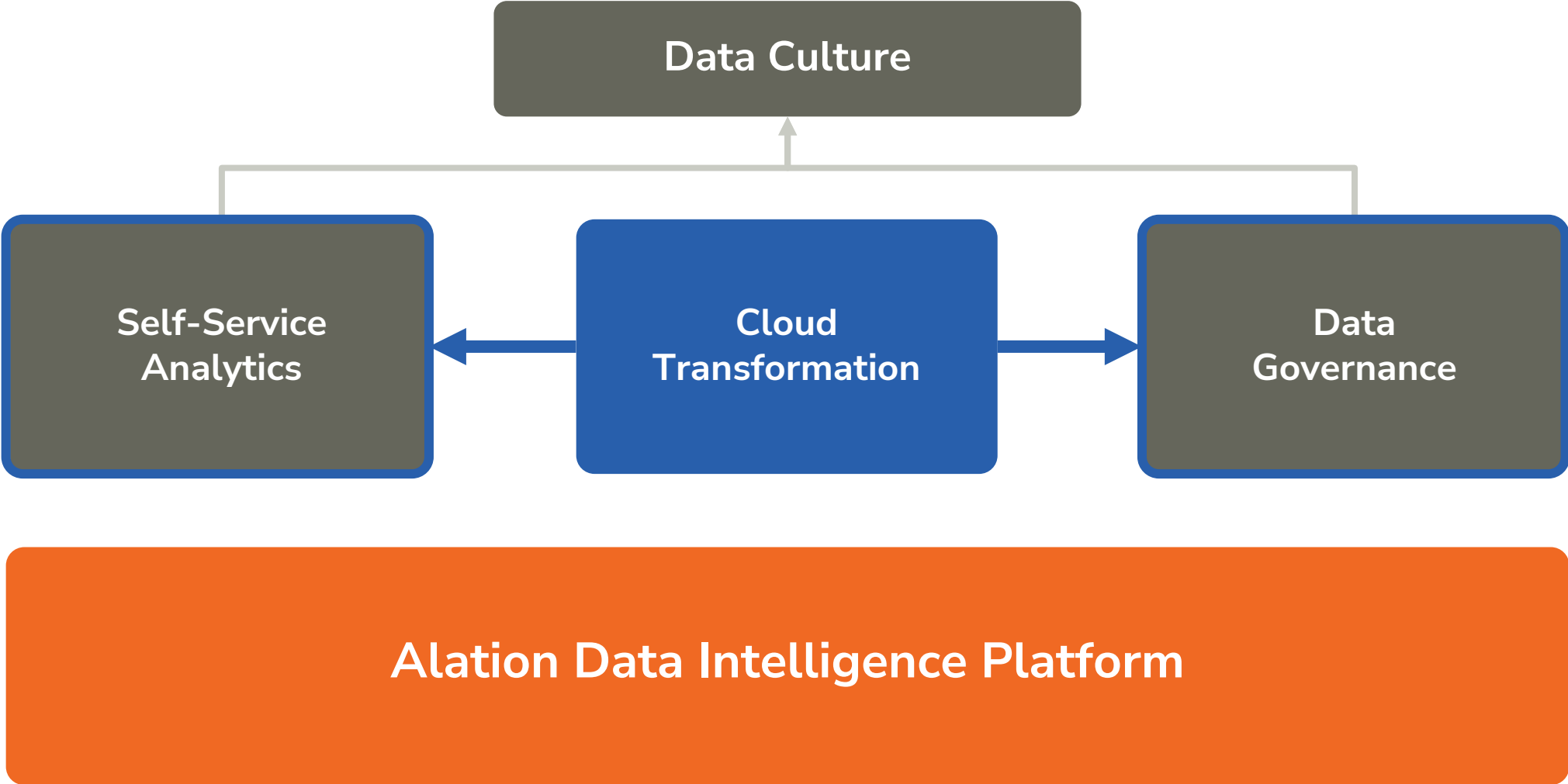


<https://xkcd.com/2451>

The Enduring Blueprint for Driving Data Culture

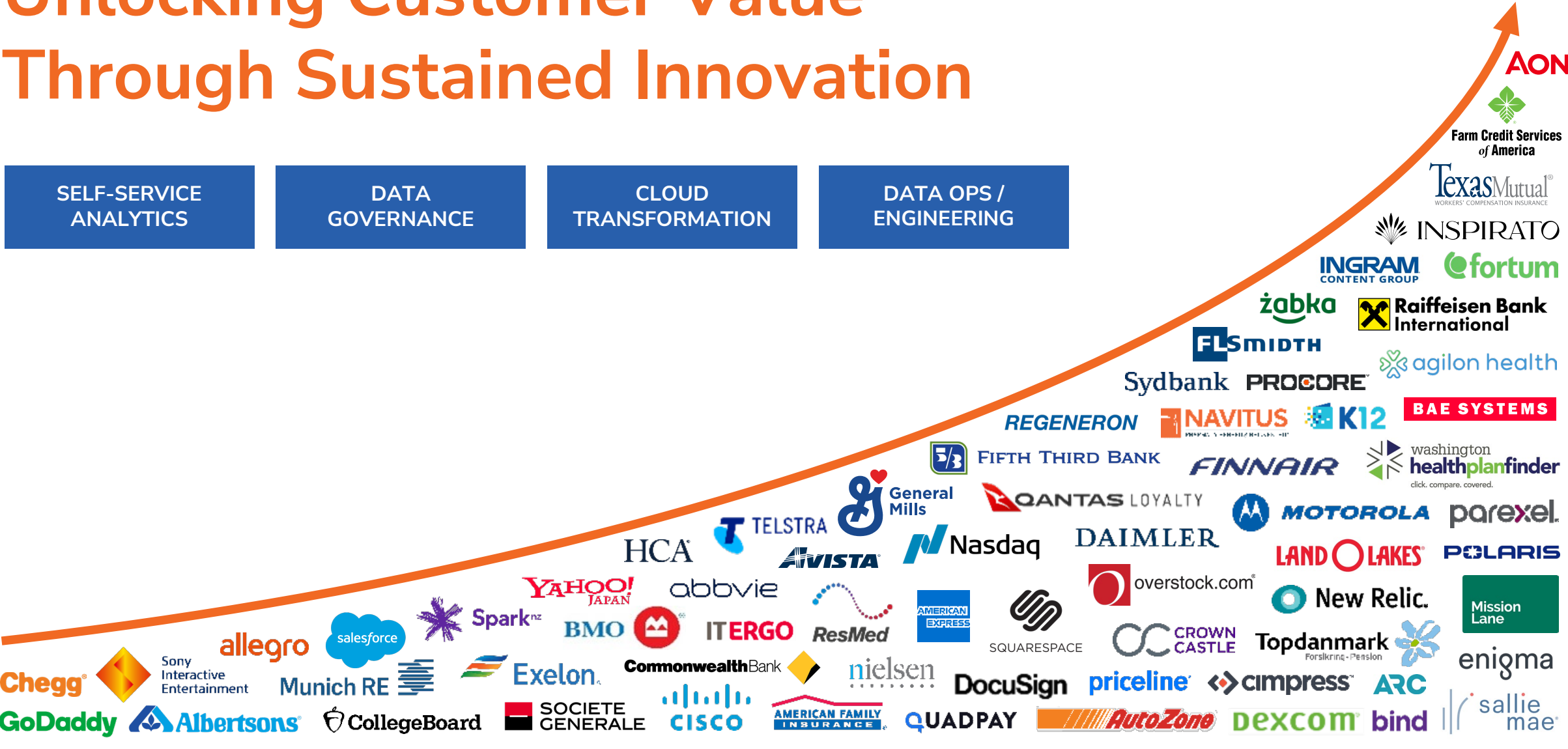


The Enduring Blueprint for Driving Data Culture



Unlocking Customer Value Through Sustained Innovation

SELF-SERVICE ANALYTICS DATA GOVERNANCE CLOUD TRANSFORMATION DATA OPS / ENGINEERING



2015 Data Intelligence + Human Brilliance™

2016
2017
2018
2019
2020
2021
2022
2023+

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Alation



Demo

Thank you!

www.alation.com

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