

# bT DATA ICEBERG MODEL

DETERMINE THE UNDERLYING (I.E. NOT VISIBLE) STRUCTURES AND BEHAVIORS THAT INFLUENCE THE DATA.



## EVENTS & TRANSACTIONS

Data "Datasheet" & Dictionary

- Events & Transactions
- Historical Data (Patterns & Trends)



## UNDERLYING STRUCTURES

- Data Authority: Owners & SMEs
- Data Lineage & Feedback Loops
- Data Collection Procedures
- Data Quality (Complete, Consistent, Accurate)



## PEOPLE & POLITICS

- Purpose for Data Collection & Active Use Case
- Data Governance & Data Access Rules
- Limitations of the Data
- Data Delays & Timeliness of Information

