

Data observability 101

What it is and why it matters to your business

Every day, your business leverages data to make decisions swiftly and strategically. Whether you're gathering consumer analytics to kickstart a new marketing campaign or are looking to identify opportunities to remain ahead of competitors, data inevitably fuels your daily operations.

What's even more important than the mere possession of data is ensuring that it's clean and healthy – which is where data observability comes into play. Let's dive in.

8 out of 10

businesses say that data observability will be **important in the next year**

80%

of businesses say that it will help them **reduce risk** across the business and **improve market response**

What is data observability?

Data observability refers to the **ability to comprehend the health and state of data** present within your organization.






This goes beyond just monitoring your data and requires tech in place to ensure you can quickly identify and resolve data errors.

What does data observability do?

Data observability offers extensive background into the issues within your data set and provides remedial measures that ensure the strength of your data quality standards and practices today and in the future.

A **data quality platform that features custom rules, workflows, and dashboards** will help automate and visualize data hygiene; a great way to incorporate data observability into business operations.

Components of data observability

-  **Alerts** - notices of both anticipated and unexpected events
-  **Logging** - the recording of an event with details including timestamps and context surrounding the event's occurrence, as well as what changes were made and by whom
-  **Monitoring** - leveraging a program to continuously observe your business systems and pipeline
-  **Analysis** - comprehending data to derive business insights and assessing necessary adaptations to integrate into your data health
-  **Tracking** - measuring current and forecasted data quality against determined standards

Top benefits of data observability

- ✦ Curate **trusted and accessible data**
- ✦ **Mitigate data issues** quickly when they arise
- ✦ Avoid problems by **recognizing anomalies in your data**

Interested in learning more?

[Read the blog today.](#)

