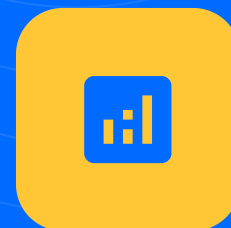# digna.

Data Quality Platform

Artificial Intelligence for Data Warehouses & Co.

Problem

- On a daily basis, every middle-sized Data Warehouse processes data from thousands of deliveries

- Incorrect data deliveries result in erroneous reports, requiring additional effort in analysis and consumes time for reprocessing, therefore causes delays

- Ensuring the correctness of each data delivery poses a significant challenge

- The current state-of-the-art approach to addressing this challenge is defining Data Quality Rules (DQRs)

On average, a mid-sized Data Warehouse encompasses up to 10,000 DQRs

The challenges with Data Quality Rules (DQRs) includes:

•High costs associated with human effort

•DQRs becoming outdated as data changes

•Limited coverage of data by DQRs

•Difficulty in capturing trends and volatility effectively

**In a rapidly expanding data landscape, relying on a manual approach to ensure data quality is no longer feasible.**

Solution

Data Quality Platform

Our solution employes Artificial Intelligence to analyze data and generate alerts whenever data issues are identified
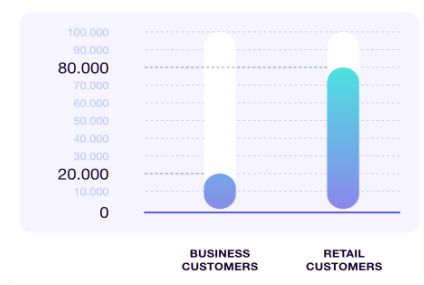
Digna's Algorithm: A Closer Look

DIGNA performs comprehensive calculations to derive data profiles, which encompass a range of statistics computed within specific time period.
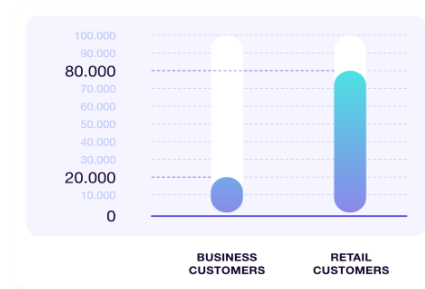
Digna's Algorithm: A Closer Look

Based on the calculated metrics, Digna gains insights
into the normal behavior of the data.

With the power of Artificial Intelligence, Digna
accurately predicts future values for all metrics.

Digna's Algorithm: A Closer Look

As observed values diverge further from the predicted values, the likelihood of triggering alerts increases.
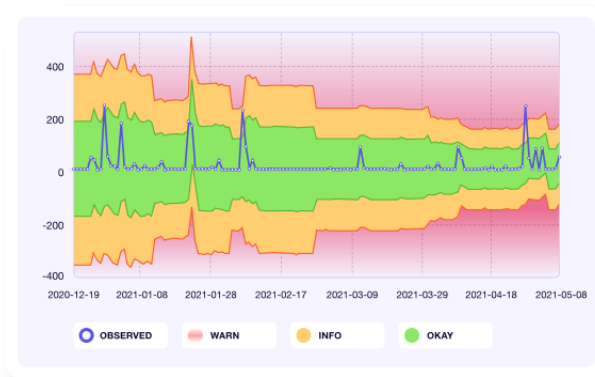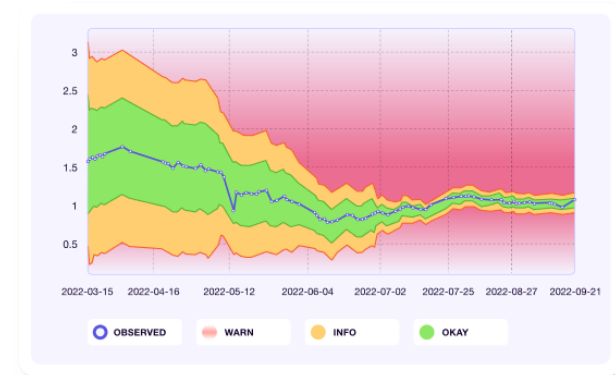
Digna employs AI-powered self-adjusting threshold algorithms to establish the appropriate ranges for detecting these deviations.