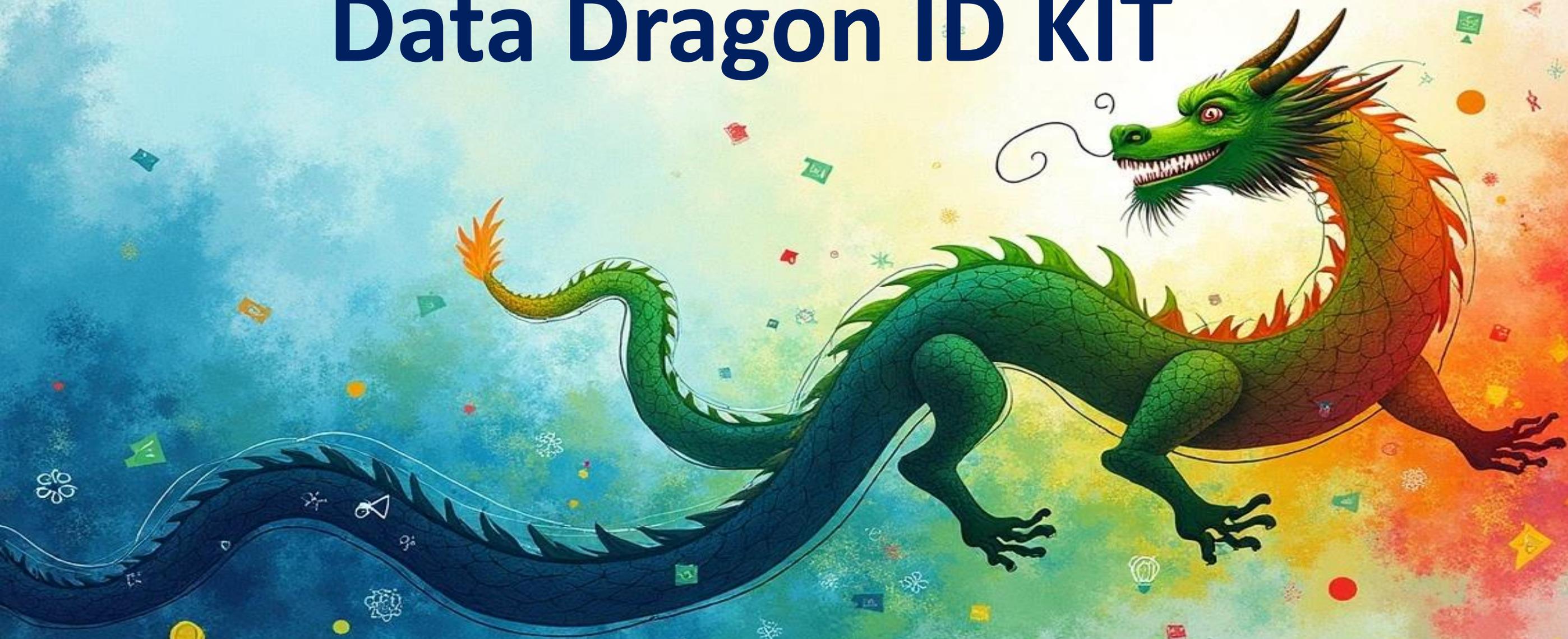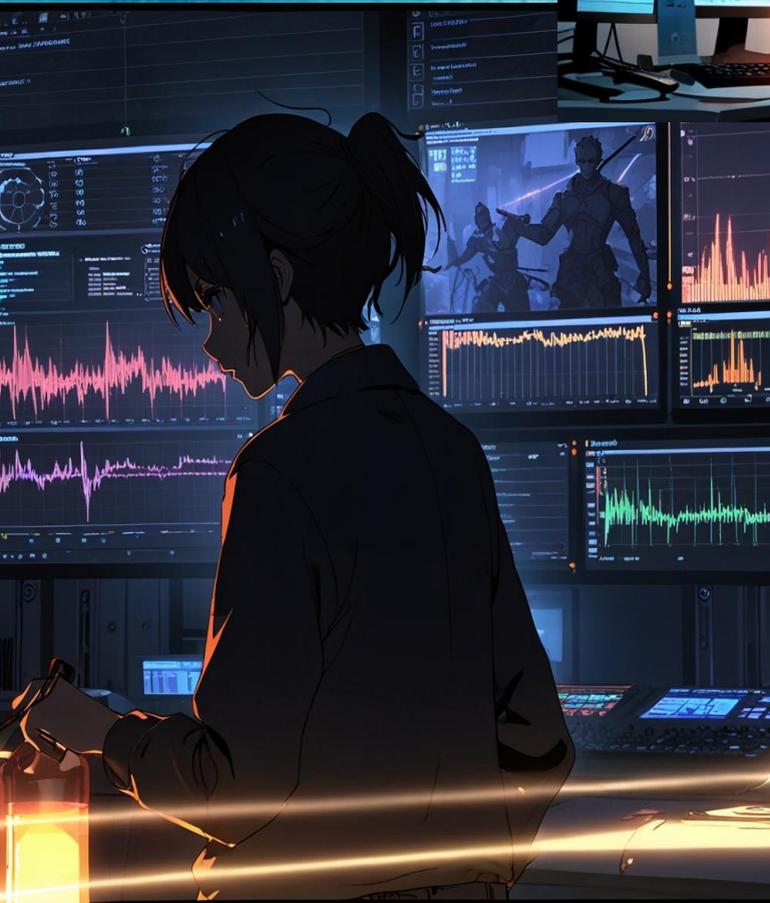# Data Dragon ID KIT

1) The Classic Dragons (Always Hungry)

- "Data Quality Decay"
- "Integration Hell"
- "The Documentation Void"
- "Dashboard Graveyards"
- "Spreadsheet Sprawl"

2. The Transformation Dragons (Shape-

- "Migration Nightmares"
- "Schema Evolution"
- "Real-time vs Right-time"
- "Unstructured Data Floods"

3. The Human Dragons (Most Dangerous)

- "Shadow IT Kingdoms"
- "The Training Gap"
- "Data Hoarding vs Sharing"
- "Compliance Exhaustion"

4. The Hidden Dragons (Expensive When Found)

- "Technical Debt Monsters"
- "The Single Point of Failure"
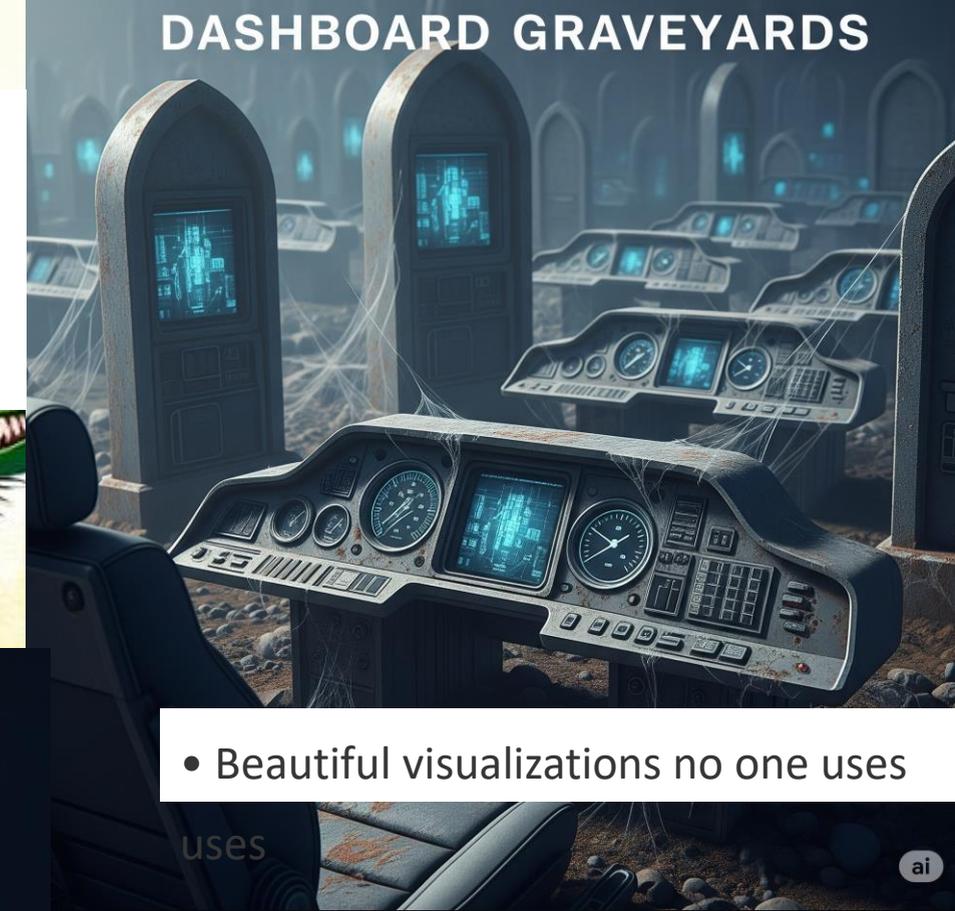- "Garbage In, Gospel Out"
- "The Metrics Theater"

Data Quality Decay

- When good data goes bad over time

1) The Classic Dragons
(Always Hungry)

DASHBOARD GRAVEYARDS

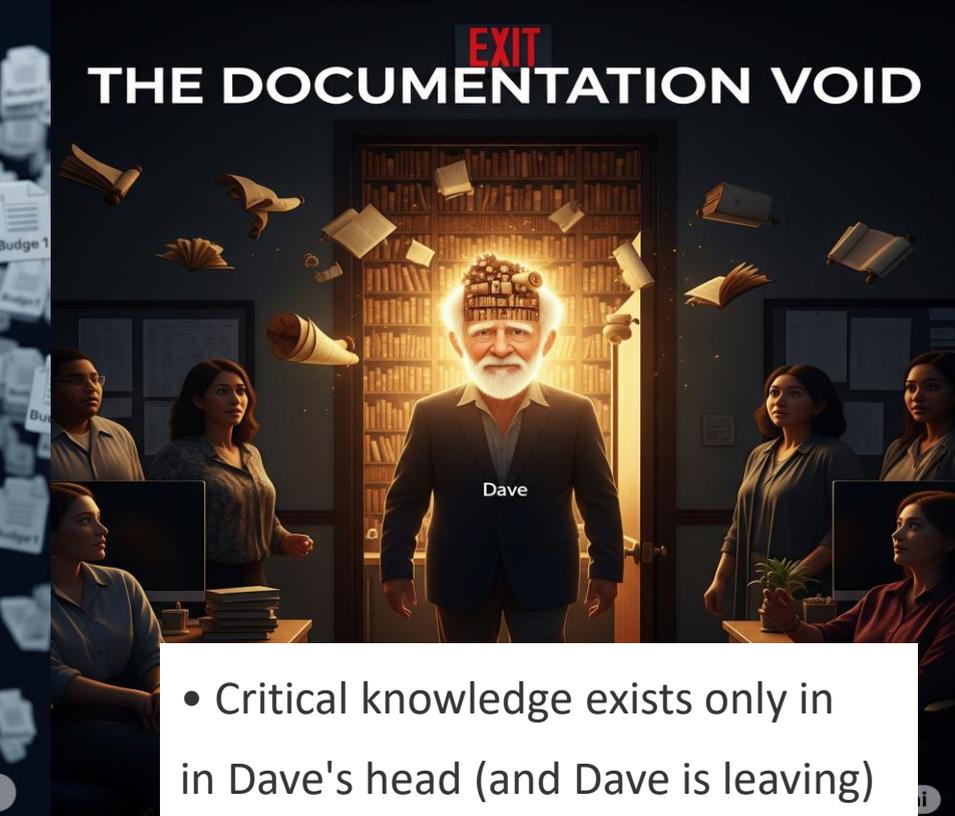- Beautiful visualizations no one uses

INTEGRATION HELL

- Multiple systems that refuse to talk

Spreadsheet Sprawl

- 47 versions of "Budget_Final_FINAL_v2_ACTUAL.xlsx"

THE DOCUMENTATION VOID

- Critical knowledge exists only in in Dave's head (and Dave is leaving)

MIGRATION NIGHTMARES

- Moving from legacy systems without losing souls

- When business needs outgrow database design

SCHEMA EVOLUTION

2) The Transformation Dragons (Shape-shifters)

shifters)

REAL-TIME vs RIGHT-TIME

UNSTRUCTURED DATA FLOODS

- The speed/ accuracy trade-off

- PDFs, emails, images demanding structure

SHADOW IT KINGDOMS

- Unofficial systems running critical processes

- New tools, same old habits

THE TRAINING GAP

3) The Human Dragons
(Most Dangerous)

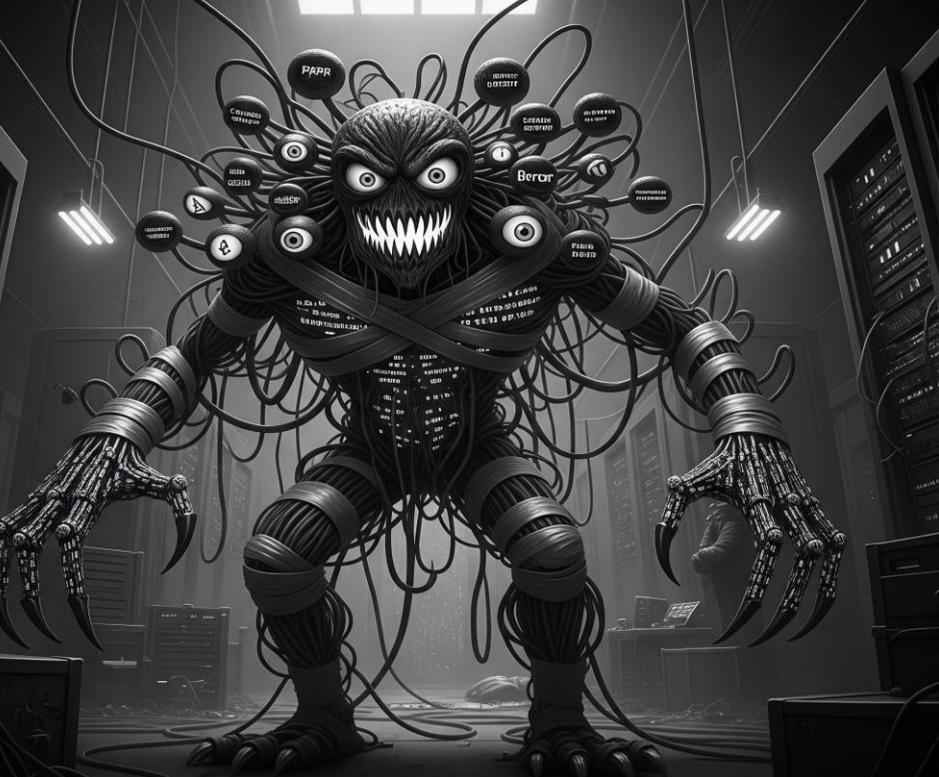DATA HOARDING VS SHARING

COMPLIANCE EXHAUSTION

- Trust and territory battles

- GDPR/privacy requirements feeling impossible

GDPR

GDPR

CCPA

CCPA

GDPR

- Quick fixes becoming permanent problems

- When everything depends on one one ancient script

3) The Hidden Dragons (Expensive When Found) Found)

GARBAGE IN, GOSPEL OUT

THE SINGLE POINT OF FAILURE

- Bad data making "data-driven" decisions

- Measuring what's easy instead of what matters

THE METRICS THEATER