



OVERVIEW

A helpful checklist for auditing your Data Dictionary.

As an administrator, it's wise to routinely take a closer look at your Data Dictionary within Adobe Analytics and Adobe Customer Journey Analytics and complete an audit. This guide helps streamline your Data Dictionary by removing redundant, outdated, or unnecessary components.

Everyone benefits from audits.

Audits not only ensure accuracy, but they also foster a culture of data integrity in your organization and drive more business value from Analysis Workspace. After checking off every box in this guide, you can rest easy knowing your Data Dictionary is a robust and trustworthy source for its end users.

Audit checklist:

1 Remove unnecessary components.

Identify components that are not collecting data.

Identify components that are duplicates.

Review “last used” and “used in.”

Notify owners of those components.

Delete unnecessary components.

2 Approve remaining components.

Identify components required by the broader user base and mark them as approved.

Tip: This signals to your users that the component is organization-approved.

Ensure every approved component contains detailed descriptions.

Tip: Use the description to tell a story—it should document the purpose, source, and methodology for each component.

Communicate to all users they should only use approved components.

3 Review the naming convention.

Establish and ensure a naming convention.

Tip: Keep the naming convention consistent (i.e., #/day or # per day).

Tip: Component names should include some reference to the dimensions or summary of the business need it serves.

Tip: Include the scope for segments in the name (i.e., hit, visit/session, or person/visitor).

4 Develop a strategy for tags.

Ensure your component governance includes a plan to deploy and manage component tags.



Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

© 2023 Adobe. All rights reserved.