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Profiler Object®

Easily Analyze the Quality of Data in Columns

Profiler Object is a multiplatform API designed to analyze data in a variety of column types to ensure it adheres to the limitations imposed by the user-specified type. Profiler Object provides a great number of statistics, at varying levels of details, allowing users to develop informed strategies on how best to manage and employ their data.

Profiler Object was designed to tackle two possible scenarios:

Discovery

In this scenario, Profiler analyzes new data before it's inserted into a data warehouse. It ensures the data is correctly fielded, consistently formatted, standardized, etc. Detecting and fixing data problems before data is merged into a data warehouse saves time and money.

Monitoring

It is difficult to maintain a comprehensive set of business rules in a data warehouse that supports multiple methods of access (Web, desktop, tablet, phone, etc.). Profiler addresses this problem by continually analyzing the warehoused data to ensure data quality.

Knowledge-Based Analysis

Profiler can analyze a wide variety of data types:

- Contact Name
- City
- Country
- Title or Department

- Address
- State or Province
- Phone

- Company
- ZIP™ or Postal Code
- Email Address

If you are using the "state" field, for example, you can easily see all values in that field ordered in an ascending or descending order.

This ordered data can be used by organizational leaders to improve business intelligence efforts.

Features:

- Allows regexes & error thresholds to be set for full-fledged monitoring

- Uses sophisticated matching to output fuzzy and exact match counts

- Available as a commercial C++ Data Profiler API that can be OEM'd into custom apps

- Brings data quality analysis to data contained in columns

Benefits:

- Discover existing weaknesses in your database (duplicates, badly fielded data, bad data, etc.)

- Create a metadata repository that aids in data governance and building strategic datamarts

- Maintain data quality by continuously monitoring data after it's merged into a data warehouse

- Enforce business rules on incoming records, so you can maintain data standardization

Value	Count
MA	100
CA	76
ME	25
TX	18
NJ	15
MO	7

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Completing the Data Quality Circle

Monitor, Measure & Analyze Data with Profiler Object

Melissa's Profile Object closes the loop on data quality. Your organization may be working hard to clean and enhance data, and consolidate records. If you're not continuously monitoring and assessing your data, you are missing a critical piece of the data quality circle. This is why we created Profiler Object. When you employ Profiler, you can expect to enjoy the benefits of quality data, including improved business intelligence efforts and more effective marketing campaigns.

Available as a Data Quality Component For SSIS

You can also experience the powerful capabilities of Profiler Object as a Data Quality Component for SQL Server Integration Services.

Learn more by going to:

www.Melissa.com/ssis

Technical Specs

API Platform: Library available for Windows 2003/2008/7/Vista; Red Hat

About Melissa

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. More than 10,000 clients worldwide in arenas such as retail, education, healthcare, insurance, finance, and government, rely on Melissa data quality and ID verification software, including data matching, validation, and enhancement services to gain critical insight and drive meaningful customer relationships.

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