# ubilabs

# Gain insights faster

A data glossary is a **central directory** of data terms and definitions that ensures a **common understanding** of key figures **in your company**. It enables all teams - from marketing to IT - to work with the same data and interpret the same terms **in the same way**.

## A data glossary saves you detours when analyzing data

**Issues in dealing with key figures**



Clarity in the definitions & clear documentation

Actuality of the data

Clarity for view of date

Long-term evaluation

### The challenge:

**Different teams** in an organization often interpret KPIs and metrics differently, leading to **misunderstandings** and **delays** in dashboards and reporting. Especially in **fast-growing** structures, definitions such as "turnover" differ between departments. **Standardization is time-consuming**, as it involves all teams that work with data and political aspects play a role.

## Data Glossary:
### Shared consensus within the company

By establishing a data glossary, you create a central knowledge base and a common consensus within the company. The aim is to determine which key figures can be measured and how they are defined.

We support you in the process, moderate and find out together what is really needed. The creation and maintenance of a data glossary is also a continuous process within the company.



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Contact us and find out how we can best support you.