

Collibra data quality and observability

Monitor, validate and certify the health of your data

Organizations are challenged by a lack of data quality visibility in data pipelines and sources as well as a lack of proactive notification of issues before they cause problems. With growing volumes and complexity in data, manual data quality rule writing leads to limited monitoring coverage for a subset of columns in data sets. Poor data quality results in poor decision making and business outcomes. According to McKinsey, just 32% of organizations say they are adequately mitigating data inaccuracy in AI.

Collibra Data Quality & Observability automates monitoring, validation, and notification across data sources and at every stage of data pipelines. Collibra applies out of the box rules to validate data by profiling it to understand structure and content. Rule thresholds can then adapt and adjust to changing conditions using machine learning based on observed ranges for data sets. Data teams can translate business rules into custom technical rules without having to know SQL using generative AI. Anomalies can be correlated with changes to determine root cause. Stakeholders can receive proactive notifications as soon as issues happen to prevent them from becoming major problems. Collibra also prevents downstream analytics and AI outputs from being skewed by bad data by quarantining break records.

Data quality is the foundation of reliable AI and analytics

67% of executives cite potential errors as the top risk of AI adoption.

[CFO Dive: Flawed Data Ranked as Top AI Risk](#)

Benefits



Increase reliability of data

Gain greater visibility into quality and lineage



Increase data quality coverage

Validate millions of records in minutes



Improve decision making

Identify and resolve issues before they impact AI and analytics



Increase data steward productivity

Automate monitoring and validation of data

Product highlights

Automated rule creation and enforcement

Create and apply rules to datasets based on profiling results and perform quality checks

Anomaly detection

Find missing values and records, schema changes, null values, and duplicates across the enterprise

Adaptive quality rules

Machine learning adjusts quality thresholds based on normal data distributions

Natural language rule creation

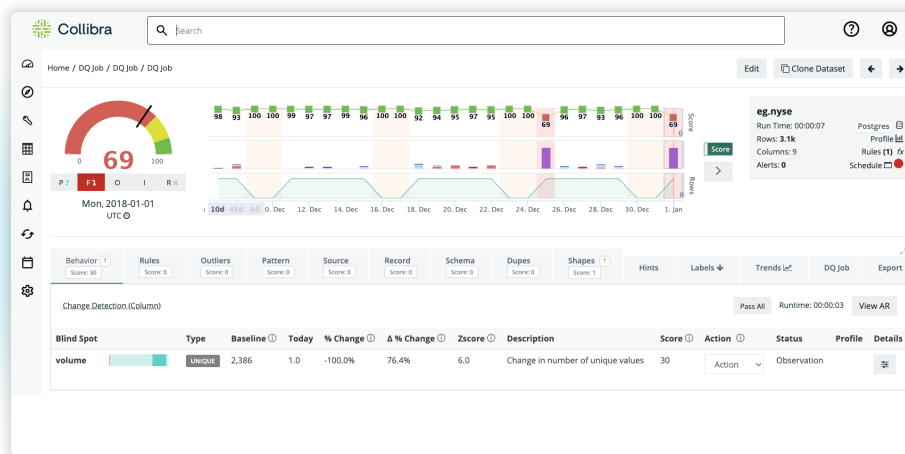
Translate business rules into technical rules without having to know SQL

Data discovery and classification

Find and protect sensitive data to ensure regulatory compliance

Pushdown processing

Perform quality checks without having to move data out cloud environments



Rule Check Details

Field	Check	Condition	Status	Details
SYMBOL	Unique Range	SYMBOL.\$uniqueCount NOT BETWEEN 2676.0 AND 3547.0	Passing	
VOLUME	Type Range	VOLUME.\$mixedTypePercent NOT BETWEEN 0.0 AND 8.0	Passing	
OPEN	Type Range	OPEN.\$mixedTypePercent NOT BETWEEN 0.0 AND 8.0	Passing	
SYMBOL	Type Range	SYMBOL.\$mixedTypePercent NOT BETWEEN 0.0 AND 8.0	Passing	
EXCH	Null Range	EXCH.\$nullPercent NOT BETWEEN 0 AND 8.0	Passing	
EXCH	Type Range	EXCH.\$mixedTypePercent NOT BETWEEN 0.0 AND 8.0	Passing	
OPEN	Mean Value Range	OPEN.\$mean NOT BETWEEN 114.3 AND 164.5	Passing	
VOLUME	Mean Value Range	VOLUME.\$mean NOT BETWEEN -1087164.06 AND 2796358.00	Passing	
CLOSE	Type Range	CLOSE.\$mixedTypePercent NOT BETWEEN 0.0 AND 8.0	Passing	
TRADE_DATE	Unique Range	TRADE_DATE.\$uniqueCount NOT BETWEEN 1.0 AND 1.0	Passing	

Replace manual processes with automated rule management



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