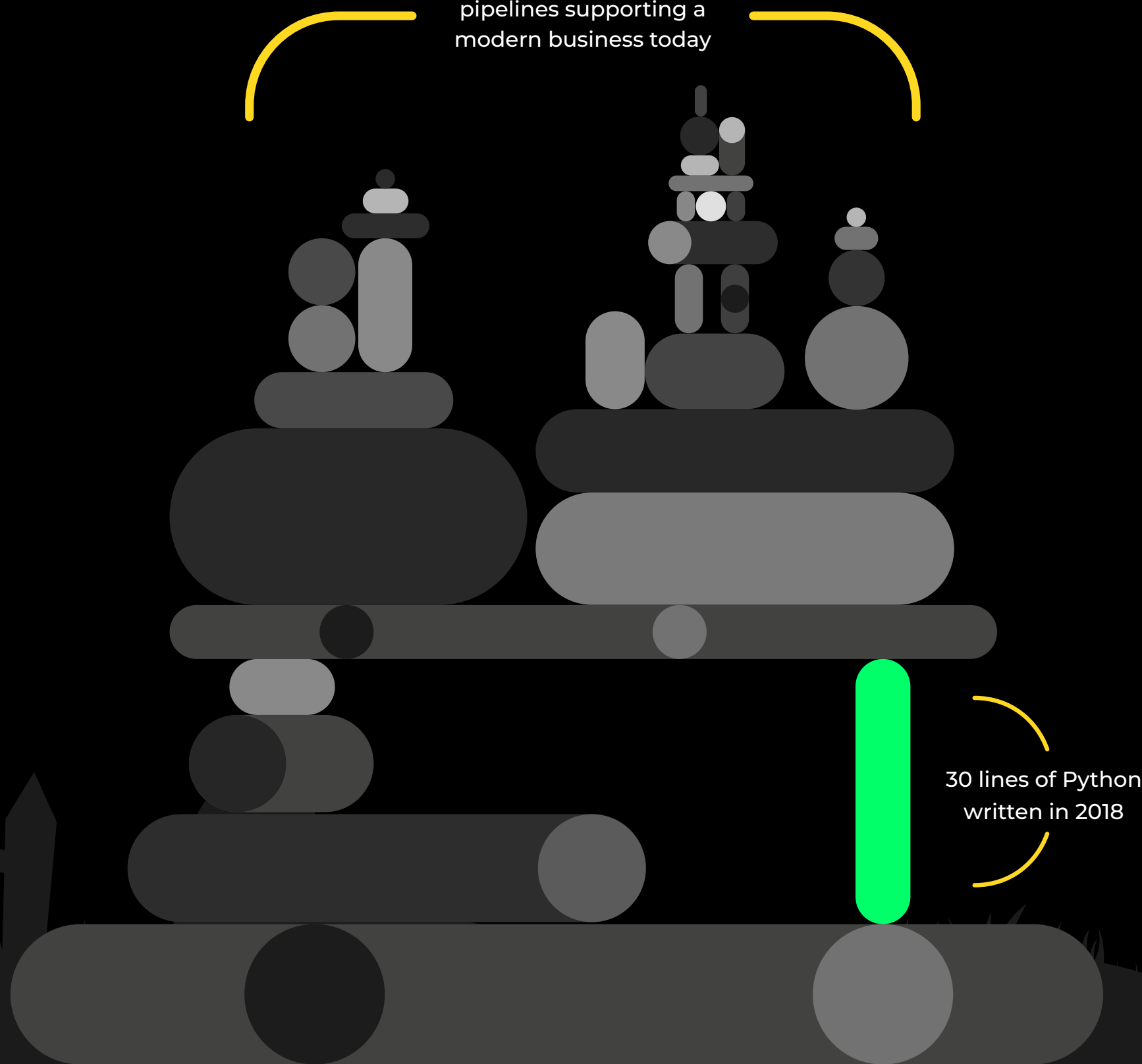


# Those 30 lines of Python coming back to **haunt you?**

All data products and  
pipelines supporting a  
modern business today



30 lines of Python  
written in 2018

5  
signs  
you have  
data  
debt



What is data debt

Search



## data debt

/ day-tuh d-eh-t/

*noun*

Data debt is the build-up of data-related problems over time, including quality, literacy, and security issues

# 01 **Dashboard graveyard where reports go die**

Your dashboards look like a digital hoarding situation - hundreds of outdated reports that nobody remembers creating or knows (or bothers) how to delete



# 02 **SQL spaghetti monster scares new developers**

Technical debt is real folks! If your SQL code looks like a tangled mess of queries built upon queries that nobody dares to touch - you are there!!



03

## Nobody knows which dataset is real

Fragmented data management across multiple teams and architectures - without clear data stewards and owners causes unnecessary duplication



04

## Don't touch that pipeline, it'll break everything!

It's like duct tape is holding your data pipelines - like a data scientist creating a series of interconnected dbt DAG files with SQL. Leading to messy querying over time.



05

## Your documentation is a ghost town

Documentation exists only in Bob's head - lots of cryptic table names and columns that might as well be ancient hieroglyphics. This makes easy tasks take too long.



## Stop ignoring the **signs**

If history can be trusted, the accumulation of data debt poses significant risks to any organization from hindering progress to increasing costs - not to mention the future compliance issues (who wants to deal with them!)



The clear risks and demerits you see are:

- Your expensive data scientists are playing "Find the Right Excel Sheet" instead of building AI models Summary
- When your marketing team targets teens with retirement plans because the customer data is wrong
- One tiny change to a table and suddenly the CEO's dashboard shows everyone made \$0 in sales

And

**You're still paying premium for that 2010 data warehouse because "it has important stuff somewhere"**

Be data debt-free with Polestar!

**Get a consultation today!**

**POLESTAR**

