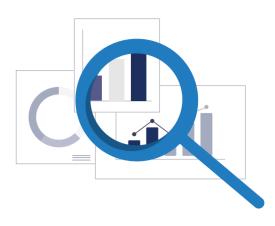
Your Data Doesn't Lie, **But Can Your Team Trust It?**

If your team can't see where the data originates, how it's used, or who's interacted with it, trust breaks down. Transparency is not only good practice. It's the difference between hesitation and decisive action.



Why a Lack of Analytics Transparency is Holding You Back

Users Don't Trust the Data: When users can't trace where the data comes from, they lose confidence in the output. This skepticism blocks the path to a data-driven culture.

> 63% users say companies are not

transparent about data usage. Source: Tableau

Decisions Based on Flawed Insights:

Opaque analytics lead to flawed insights and costly strategic errors. Hidden data transformations or outdated sources can skew results, driving misinformed decisions.

41% organizations struggle to make decisions with

location data due to poor standardization. Source: Precisely

compliance with regulations like GDPR, CCPA, or SOX? Failing an audit can lead to massive fines and reputational damage.

Compliance Failures and Heavy Fines: Without clear audit trails, how can you prove data

GDPR Fines

€20 million or 4%

of annual global turnover (whichever is higher) for severe violations.

Up to \$7,500

CCPA/CPRA Fines

per intentional violation.

SOX Section 906 Penalties

statements.

\$5M fine and/or 20 yrs imprisonment for willful misleading

From Confusion to Clarity: **How Analytics Governance Creates Trust**



Pillar 1



with Data Lineage

Trace data from final report to source

What it is:

Why it matters:

Answers "Where did this data come from?" and "How was it transformed?"

the data lifecycle.

Benefit: Builds transparency and accountability across

A complete log of every access and change.

Why it matters: Creates a verifiable history of data activity.

What it is:

Enables fraud detection, regulatory compliance, and rapid incident response.

Pillar 2



Audit Trails



Pillar 3

scores, and usage stats built into reports.

What it is:

Why it matters: Helps users understand not just the data but the meaning behind it.

Business definitions, data quality

Benefit:

Drives faster, more confident decisions through self-service analytics.

confident, accountable decisions across the business.

When data lineage, audit trails, and context work together,

analytics stop being questioned and start driving

collaboration, compliance, and confidence that drive lasting business impact. Better collaboration across teams with shared definitions and context.

Business Value Unlocked

Transparency does more than open up data. It unlocks

by Transparency

 Stronger governance with clear lineage, controlled access, and full accountability.

insights.

Improved compliance supported by audit-ready documentation at every step. · Confident decision-making built on trusted, verifiable

Unify Analytics Governance

with ZenOptics ZenOptics brings discovery, curation, lineage, and governance into one analytics hub. Certify trusted assets, manage access, and track usage so

teams act with confidence, clarity, and control.

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Transparency is not just clarity. It is a competitive advantage.

<u>Learn More About ZenOptics' Analytics Governance</u>