TAKEAWAYS: *AI'S OXYGEN*

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Artificial intelligence is only as good as the data it has access to. When asking a question or building a report, your AI could sound correct and even confidently assert its accuracy while drawing from incorrect information. A chatbot on undefined data gives you wrong answers at high speeds. To make your AI actually useful, it must have clear access to data that is: chosen on purpose, defined, governed, and easy to trace.

1. Healthy data is described, curated, governed, traceable, and consistent.
2. Three failure modes: data stuck in business-unit silos, definitions that don't match, and missing metadata.
3. Put shared definitions, permissions, and lineage in one governed place.
4. Build an evaluation set of repeated questions so changing AI models later is safe.

"Data governance is never finished."