CloudAngles

ABX MEDIA

OpenReportWare
Data Quality
Scorecard

10 Responses

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ABX MEDIA
OpenReportWare
Data Quality Scorecard
Contents

How to Use the Scorecard

The Data Quality Report is designed to help you understand, assess and improve key organizational data quality issues. Instructions on each page will help you understand the data and what you can do about it.

Once you have consumed the report yourself, CloudAngles recommends the following discretionary steps

1. **Share Results with Your Data Team**
Walk through this report with your team. Cover overall results and key areas, encouraging them to review the full report if interested. Beyond understanding the data, communicating the importance of measuring and improving business satisfaction with data quality is critical.

2. **Provide Training as Requested**
Use the Training View to book training immediately for interested business leaders and teams. Work with your team to establish who should lead each training session.

3. **Communicate Results and Planned Action with Business Leaders**
Share this report with executives or the management stakeholder (group) ultimately concerned with the effective use of organization data. Highlight key issue areas, proposed solutions, and get direction on goals and issues to address.

4. **Determine Key Applications and Quality Issues to Target**
Using the data, management preferences, and input from your team, determine where to focus improvement efforts.

5. **Create & Execute a Business Leader Engagement Plan**
Using the data in this report, work with your team to determine key stakeholders who require better data quality. Assign a manager for each relationship and plan out meeting objectives and frequency. Engage individual business leaders around their data needs. Use individual Department Scorecards, Application Scorecards and Comments as a conversation starting point.

6. **Execute Targeted Data Quality Improvements**
Pull together improvement initiatives from your team, executives and stakeholders. Create plans for undertaking them and have your team begin to execute them.

7. **Repeat this Program as Needed**
Complete this program annually or as desired to measure and communicate improvement, as well as receive ongoing feedback.

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Data Quality Scorecard

Use this **Application Scorecard** to understand how satisfied respondents are with Data Quality across 10 dimensions.

Follow up with respondents from the department to better understand their concerns. Ensure you work closely with this application's owner or assign one if there is no owner.

For each satisfaction breakdown:

"Satisfied": 8/10 or above.
"Neutral": 7/10.
"Not Satisfied": 6/10 or below.

Owner Martine Leroux
Departments Using IT, Sales, Marketing …

Clarity
How satisfied are you that the data in this application is clear. Data is easy to understand and interpret.

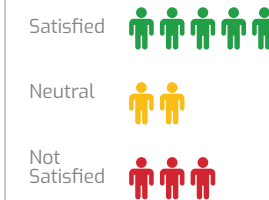**69%** SATISFACTION

DEGREE OF SATISFACTION

Satisfied
Neutral
Not Satisfied

Hygiene
How satisfied are you that time-dependent activities (e.g. tasks, cases, jobs) are appropriately managed to maintain data cleanliness and quality.

72% SATISFACTION

DEGREE OF SATISFACTION

Satisfied
Neutral
Not Satisfied

Accuracy
How satisfied are you that the data in this application is accurate. Data values are correct and accurately reflect reality.

78% SATISFACTION

DEGREE OF SATISFACTION

Satisfied
Neutral
Not Satisfied

Availability
How satisfied are you that the data in this application is available. Appropriate data and report security and access levels

75% SATISFACTION

DEGREE OF SATISFACTION

Satisfied
Neutral
Not Satisfied

Confidence
How confident are you with the quality of the data found in this application?

68% SATISFACTION

DEEGREE OF CONFIDENCE

Confident
Neutral
Not Confident

Currency
How satisfied are you that the data in this application is current. Data is appropriately up-to-date, not outdated.

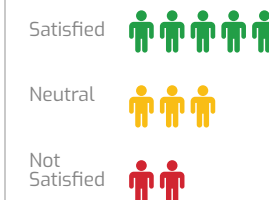**79%** SATISFACTION

DEGREE OF SATISFACTION

Satisfied
Neutral
Not Satisfied

Entry Quality
How satisfied are you that the data in this application is easy to enter. Quality and appropriate validation of data entering applications

72% SATISFACTION

DEGREE OF SATISFACTION

Satisfied
Neutral
Not Satisfied

Importance
How important is the data in this application to delivering business results?

86% SATISFACTION

DEGREE OF IMPORTANCE

Important
Neutral
Not Important

Completeness
How satisfied are you that the data in this application is complete. All required data is captured, and no data is missing.

72% SATISFACTION

DEGREE OF SATISFACTION

Satisfied
Neutral
Not Satisfied

Uniqueness
How satisfied are you that the data in this application is unique. Each data element is captured in one spot, not duplicated across multiple fields

79% SATISFACTION

DEGREE OF SATISFACTION

Satisfied
Neutral
Not Satisfied

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Department Summary

Enterprise applications are used across the organization. Use this page to understand how data quality satisfaction for this application varies by department. Identify low satisfaction departments to determine if there are patterns or specific issues that can be addressed. Follow up with respondents as appropriate.

IT	Score	vs. Org. Average
Confidence	80%	12% ↑
Importance	82%	4% ↓
Clarity	70%	1% ↑
Accuracy	82%	4% ↑
Currency	76%	3% ↓
Completeness	78%	6% ↑
Hygiene	74%	2% ↑
Availability	86%	11% ↑
Entry Quality	70%	2% ↓
Uniqueness	78%	1% ↓

SALES	Score	vs. Org. Average
Confidence	40%	28% ↓
Importance	100%	14% ↑
Clarity	63%	6% ↓
Accuracy	73%	5% ↓
Currency	73%	6% ↓
Completeness	63%	9% ↓
Hygiene	67%	5% ↓
Availability	57%	18% ↓
Entry Quality	67%	5% ↓
Uniqueness	77%	2% ↓

MARKETING	Score	vs. Org. Average
Confidence	90%	22% ↑
Importance	90%	4% ↑
Clarity	70%	1% ↑
Accuracy	80%	2% ↑
Currency	100%	21% ↑
Completeness	80%	8% ↑
Hygiene	90%	18% ↑
Availability	70%	5% ↓
Entry Quality	100%	28% ↑
Uniqueness	90%	11% ↑

RESEARCH	Score	vs. Org. Average
Confidence	70%	2% ↑
Importance	60%	26% ↓
Clarity	80%	11% ↑
Accuracy	70%	8% ↓
Currency	90%	11% ↑
Completeness	60%	12% ↓
Hygiene	60%	12% ↓
Availability	80%	5% ↑
Entry Quality	70%	2% ↓
Uniqueness	80%	1% ↑

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Training View

How to Use this Information

Often data and reporting issues can be resolved through training alone and require no technical or process-based solution.

Providing training is something you can do right now to improve business satisfaction and help your stakeholders get the most out of data and reporting.

Use this information to book training sessions immediately. This is a quick win and there is no reason to wait.

Use the attendee lists provided when booking the training. Read each comment to determine specific training needs, or if there are specific requests or concerns from stakeholders.

If anything in the comments or attendee list seems out of the ordinary, follow up with respondents directly to understand their needs and resolve the issue.

RESPONDENTS REQUESTING TRAINING

Respondent	EMAIL	DEPARTMENT	COMMENTS
Diego Fernandes	dfernandes@abxmedia.com	Sales	Data entry is difficult. Sales people need better training on how to update records to keep things current.
Leah Holmvik	lholmvik@abxmedia.com	Sales	Onboarding new employees isn't very efficient. We could use a basic introduction to the software as people join the department.
Alan Smithee	alansmithy@test.com	Sales	Customizing our existing report set, and creating new ad-hoc reports.

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Comments

Use this sheet to understand key data quality issues as expressed by individual respondents. Look for recurring themes in the comments to identify high priority issues. Follow up with individual respondents as needed based on their role and/or the content of their response.

Diego Fernandes
Sales

Importance   10   Confidence   3

Most Important Data Elements
1 - SALE STATUS 2 - PROSPECT STATUS
3 - YEAR-OVER-YEAR/QUARTER-OVER-Q...

Most Error-Prone Data Elements
1 - CLIENT CONTACT INFO Doesn't stay up to date
2 - SALE STATUS Doesn't stay up to date
3 - PROSPECT STATUS Doesn't stay up to date

Root Causes

Clear	6	Sometimes need someone to tidy a report
Accurate	6	Find at least one problem a day
Current	5	Don't keep close track of client contact info
Complete	3	Often difficult to find what I need
Hygiene	4	Hard to update so sometimes doesn't happen
Available	6	Getting access for new people is a problem
Entry Quality	3	Hard to update so sometimes doesn't happen
Unique	9	Hard to update so sometimes doesn't happen

Unmet Needs
Want to more easily identify sales opportunities through prospect funnel and client late in contract

Leah Holmvik
Sales

Importance   10   Confidence   3

Most Important Data Elements
1 - CONTACT PHONE NUMBER
2 - CONTACT TITLE Useful to know if the person is a decision-maker

Most Error-Prone Data Elements
1 - SALE CLOSE DATE We often use fake values when logging a sale then don't go fix them

Root Causes

Clear	4	It is very difficult to get the specific values and reports we're looking for
Accurate	8	
Current	9	
Complete	9	
Hygiene	7	
Available	6	Getting permissions for new employees is very slow
Entry Quality	8	
Unique	8	

Unmet Needs
Breakdowns of sales by client industry

Phillip Fehr
IT

Importance   8   Confidence   9

Most Important Data Elements
1 - CLOSING DATE The closing date
2 - AVERAGE SELLING PRICE The average selling price
3 - CLOSE RATE The closing rate

Most Error-Prone Data Elements
1 - CLOSED DATE The closing date
2 - AVERAGE SELLING PRICE The average selling price
3 - CLOSE RATE The closing rate

Root Causes

Clear	9	
Accurate	8	
Current	8	
Complete	9	
Hygiene	8	
Available	9	
Entry Quality	8	
Unique	9	

Unmet Needs
Sometimes there is duplicate data

Miroslav Shubin
IT

Importance   9   Confidence   8

Most Important Data Elements
1 - CLIENT EMAIL ADDRESS 2 - AVERAGE SALE PRICE

Most Error-Prone Data Elements
1 - CLIENT TITLE We almost never keep these up to date

Root Causes

Clear	7	
Accurate	6	We often have to go back and fix values that show up in reports
Current	6	
Complete	9	
Hygiene	7	
Available	7	
Entry Quality	5	
Unique	10	

Unmet Needs
Nothing major is missing

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Comments

Alan Smithee
Sales

Importance **10** **Confidence** **6**

Most Important Data Elements
1 - ASSIGNEE The person doing the work
2 - DATE TASK COMPLETED As long as it's within the same week, slight differences are OK

Most Error-Prone Data Elements
1 - ASSIGNEE The person doing the work. This is sometimes bulk updated, so not always accurate

Root Causes

Category	Score	Comment
Clear	9	
Accurate	8	
Current	8	We're always up to date by the end of a week.
Complete	7	My department is up to date, but I'm never certain other divisions follow the …
Hygiene	9	
Available	5	Some sales reports, especially forecasting, should be locked-down to director …
Entry Quality	9	
Unique	6	

Unmet Needs
We need better sales forcecasting. I don't know if this is a product limit or just something we haven't built.

Iolanda Rizzo
Marketing

Importance **9** **Confidence** **9**

Most Important Data Elements
1 - CONTACT TITLE 2 - CLIENT INDUSTRY 3 - SALES HISTORY

Most Error-Prone Data Elements
1 - CUSTOMER INDUSTRY 2 - AVERAGE SALE PRICE

Root Causes

Category	Score	Comment
Clear	7	still needs more work when I get reports
Accurate	8	good but sometimes rounded
Current	10	
Complete	8	only a few minor missing
Hygiene	9	
Available	7	have had problems getting reports for the right people
Entry Quality	10	
Unique	9	

Unmet Needs
seeing sales from partner connections versus direct sales

Jane Doe
IT

Importance **8** **Confidence** **9**

Most Important Data Elements
1 - ASSIGNEE The person doing the work
2 - LOCATION The location the work was captured at
3 - SEGMENT The business segment the data was captured for

Most Error-Prone Data Elements
1 - TIME OF ENTRY Bulk data operations later sometimes have the wrong value for this automatically gen…

Root Causes

Category	Score	Comment
Clear	5	Relations between datasets are understandably complex
Accurate	10	
Current	9	
Complete	7	
Hygiene	5	We could do better at timely data entry. Bulk updates sometimes occur and thi…
Available	10	
Entry Quality	8	We could do better at timely data entry. Bulk updates sometimes occur and thi…
Unique	8	We could do better at timely data entry. Bulk updates sometimes occur and thi…

Unmet Needs
Standardized automatic daily reporting, eliminating some of the ad-hoc reports we create. It's a problem when different versions with differen…

Alberta Warren
IT

Importance **8** **Confidence** **7**

Most Important Data Elements

Most Error-Prone Data Elements

Root Causes

Category	Score
Clear	7
Accurate	8
Current	7
Complete	7
Hygiene	9
Available	8
Entry Quality	7
Unique	6

Unmet Needs
None

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Comments

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Shanon van der Ark
Research

Importance	6	Confidence	7

Most Important Data Elements
1 - CLIENT INDUSTRY This is useful for comparative research

Most Error-Prone Data Elements
1 - CLIENT INDUSTRY Values are inconsistent or missing

Root Causes

Root Cause	Score	Comment
Clear	8	
Accurate	7	
Current	9	
Complete	6	It's hard to tell but not everything seems to be available
Hygiene	6	
Available	8	
Entry Quality	7	
Unique	8	

Unmet Needs
I would love to be able to compare the types of clients we have against the types of sales we're making to mine for better sales tactics.

Aaron Abernathy
IT

Importance	8	Confidence	7

Most Important Data Elements

Most Error-Prone Data Elements
1 - TITLES Titles are changed frequently and it's hard to catch up

2 - DEPARTMENT NAME People change their departments when they move to a new role. We want to have that d...

Root Causes

Root Cause	Score	Comment
Clear	7	
Accurate	9	
Current	8	
Complete	7	
Hygiene	8	
Available	9	
Entry Quality	7	
Unique	6	

Unmet Needs
Up to date user's information