

## Quantifying the scale of your data challenges: dn:Director QuickStats Workshop

Whenever data quality issues affect the business, the impact of those errors, inconsistencies or omissions can be felt all too clearly. However, quantifying the scale of the data remediation challenge can be more difficult, and therefore building a business case for the investment in improvement can be significantly delayed.

Datanomic's dn:Director QuickStats Workshop provides the solution, with fast profiling and reporting of all data anomalies to assist with that insight.

### What is a QuickStats Workshop?

A QuickStats Workshop is a free 90-minute investigation of a sample set of data, provided to Datanomic (often under NDA) by the customer.

The sample data is passed through dn:Director's profiling and auditing processes to identify any anomalies, including gaps, errors, inconsistencies or inappropriately-fielded data.

### What's the objective?

The QuickStats Workshop forensically examines the sample data, during which the Datanomic team will make observations on any issues discovered, and illustrate how dn:Director can be used to automatically fix the anomalies, removing the need for manual improvements such as adjustments via spreadsheets, or reliance upon technical scripts.

In working through the issues, the Datanomic team is also able to show how dn:Director's case management abilities ensure effective issue resolution, and how easily the data management team can engage with the executive stakeholders throughout the organisation,

including distribution of data quality metrics via the web-based dn:Dashboard reporting tool.

The QuickStats Workshop illustrates dn:Director's ability to offer insight into both the patterns and inconsistencies in the data at a granular level, even when working with data consolidated from multiple sources, in different data structures and file formats.

The session's overall objective is to identify opportunities for business improvement that could directly result from data remediation, such as the cost savings that result from deduplication.

### Why profile the data?

Often, organisations have only anecdotal evidence of the existence of issues within their data, e.g. when working with customer data, common complaints are returned direct mail, duplication complaints from customers, misdirected service call-outs, difficulties collecting against invoices etc.

Issues resulting from product data include stockholding inaccuracies (under/overstocking), duplication of SKUs, lifecycle management problems and shipping complaints.

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“As part of our proof of concept, we gave Datanomic 100,000 records directly from our Client Index, and the dn:Director system provided a complete breakdown of statistics on invalid or poor quality data fields in just a matter of minutes.”

Tony Ellis,  
Head of IT,  
Brent Council

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Without properly profiling the data to specifically identify the range and frequency of issues, you are relying on assumptions, uncertainty and guesswork. The QuickStats Workshop provides customers with an opportunity to get definitive answers, factual analysis of the data, and ultimately an understanding of the data from which an improvement action plan can be generated.

## The Workshop agenda

Every QuickStats Workshop is delivered to a set agenda, allowing you to clearly understand the activities and how you will benefit.

After loading your data sample into dn:Director, our QuickStats team will build a data process in dn:Director to look at the completeness, uniqueness and appropriateness of the data.

Any findings from this initial profiling of the data will be used to start to build an 'Issues Log' which will record the challenges identified within the data. Once issues have been identified, the Datanomic QuickStats Team will show examples of possible remediation using dn:Director's range of process options.

As the Issues Log is populated, the Team will also discuss the prioritisation of the issues, based on criteria such as speed of resolution, benefit to the organisation etc.

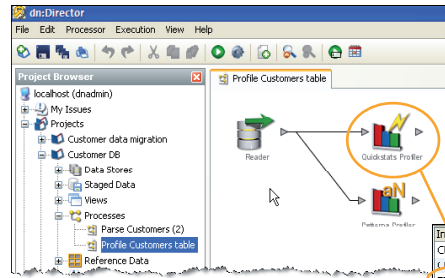
During the Workshop, the Team will also demonstrate how the dn:Dashboard web reporting tool can be used to generate and present KPI metrics to all stakeholders in the data management process.

Once the session is complete, the Results Book of findings is left with the customer, which can then be used to demonstrate value and illustrate the levels of ROI achievable with dn:Director.

### Interactive Data Profiling

The QuickStats Workshop is an interactive, collaborative session. Although Datanomic's team are experts in making data fit-for-purpose, they are unlikely to have expert understanding of the

dn:Director allows the data to be interactively explored, quickly identifying any exceptions, and offering full drill-down to the specific field entries in question.



1 The QuickStats Workshop uses dn:Director's profiling processes to identify issues and anomalies within the data

2 Here we investigate the completeness and uniqueness of entries in a customer data sample

3 With every dn:Director process you are able to drill down into the specific field entries. Here we are drilling down on the results of 'title' field to examine the distribution of titles across the sample

TITLE	Count	%
Mr	816	40.8
Ms	468	23.4
Mrs	309	15.4
Miss	251	12.5
Dr	15	0.7
Rev	1	<0.1
Prof.	1	<0.1
Col.	1	<0.1

Input field	Record total	With data	Without data	Singleton
CU_NO	2001	2000	1	1997
CU_OF_COUNT	2001	2000	1	2000
TITLE	2001	1862	139	3
NAME	2001	2000	1	1900
GENDER	2001	1853	148	0
BUSINESS	2001	1670	331	1629
ADDRESS1	2001	1999	2	1926
ADDRESS2	2001	1921	80	554
ADDRESS3	2001	1032	969	278
POSTCODE	2001	1762	239	1604
AREA_CODE	2001	1894	117	64
TEL_NO	2001	1994	7	1875
EMAIL	2001	1936	65	1904
ACC_MGR	2001	1996	5	0
DT_PURCHASED	2001	1998	3	1090
DT_ACC_OPEN	2001	1998	3	1093
DT_LAST_PAYMENT	2001	1997	4	1026
DT_LAST_PO_RAISED	2001	1998	3	1003
RAI ANTF	2001	1999	2	7

relevance of your specific data sample to your business.

Throughout the 90 minutes of the QuickStats Workshop session, the Datanomic team will use dn:Director to interactively explore the data together with you, identifying exceptions and drilling down to the actual field values themselves (see image above).

### After the Workshop

At the end of the Workshop the Datanomic team will review the findings with you and discuss whether there is identifiable ROI from the results, or whether a full, funded QuickStats Audit is required of the data.

### The Four Cornerstones of Fit-For-Purpose Data

Following a successful QuickStats

process, a resultant data management project will be managed using Datanomic's proven 'Four Cornerstones' methodology. This approach ensures that your data is optimised to match your specific needs, that quality is maintained via business rules, and that real-time data KPIs are accessible to all. For more information about the Four Cornerstones, visit the Datanomic website at [www.datanomic.com](http://www.datanomic.com).

### Next Steps

To request a QuickStats Workshop on a sample of your data, please call us on +44 (0)1223 228450 or email [info@datanomic.com](mailto:info@datanomic.com).

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or email: [info@datanomic.com](mailto:info@datanomic.com)



Datanomic Ltd, 140 Cambridge Science Park, Milton Road, Cambridge CB4 0GF

T +44 (0)1223 228400 F +44 (0)1223 228401 E [info@datanomic.com](mailto:info@datanomic.com)