UNIVERSITY OF CAPE COAST

COLLEGE OF HUMANITIES AND LEGAL STUDIES

SCHOOL OF ECONOMICS

DEPARTMENT OF DATA SCIENCE AND ECONOMIC POLICY

MSc. DATA MANAGEMENT AND ANALYSIS

DATA CURATION AND MANAGEMENT PLANS

DMA 820

ASSIGNMENT 2

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A. Data Quality Performance Indicators (DQPIs) are quantifiable measures or measurable metrics used to assess the quality of an organisation's/institution's data. They are used to monitor and evaluate data quality dimensions such as Accuracy, Completeness, Timeless, Uniqueness, Validity, and Reliability.

Vision Statement of Glovo:

"To give everyone easy access to anything in the city" is only possible when stay local by understanding and addressing users needs in ways that are meaningful to them.

Six (6) Data Quality Performance Indicators (DQPIs) Recommendable for Meeting the Vision of Glovo:

1. Data Freshness: Measure the percentage of updates made to restaurant menus, prices, and availability in real-time to ensure customers have the most current information.
2. Location Accuracy: Track the percentage of accurate restaurant and delivery location geocoding to ensure precise navigation and efficient delivery routes.
3. Menu Completeness: Monitor the percentage of complete and up-to-date restaurant menus, including item descriptions, prices, and images, to ensure customers have all the information they need.
4. Customer Profile Accuracy: Measure the percentage of accurate and complete customer profile information, including names, addresses, and contact details, to ensure seamless communication and delivery.
5. Order Accuracy: Track the percentage of accurate order details, including items, quantities, and special requests, to ensure customer satisfaction and reduce errors.
6. Delivery Time Consistency: Monitor the percentage of deliveries made within the promised time frame to ensure reliable and efficient service.

In conclusion,

These DQPIs will help Glovo delivery services maintain high-quality data, enabling them to:

- Provide accurate and up-to-date information to customers
- Improve logistics efficiency
- Enhance customer satisfaction
- Increase trust and loyalty
- Support business growth and innovation

Hence by focusing on these data quality performance indicators, Glovo can achieve their vision of giving everyone easy access to anything in their city.

B. Administrative data points refer to specific pieces of information or data elements that are collected, stored, and used by an organization for administrative purposes. These data points are typically used to support management, planning, and decision-making activities.

Data archiving on the other hand, is the process of moving data that may not be in active use and also mainly consist of old data that remains useful to organisations and researchers which is dedicated to storage device for long-term retention and possible future use.

At Glovo, here are some five (5) examples of administrative data points that should prioritise for archiving for the next five years:

1. **Customer Order History**: Archiving customer order history for the next five years will enable Glovo to:
   - Track customer purchasing habits and preferences
   - Analyse sales trends and patterns
   - Improve personalized marketing and recommendations
   - Enhance customer service and support

   This data will help resolve customer disputes and improve service quality.

2. **Restaurant and Store Partnerships**: Archiving data on restaurant and store partnerships, including contracts, agreements, and performance metrics, will allow Glovo to:
   - Monitor partner performance and optimize partnerships
   - Track commission rates, payment terms, and other financial details
   - Analyse partnership impact on business growth and customer satisfaction

   This data will also help resolve contractual disputes and improve partner relationships.

3. **Delivery Logistics and Fleet Management**: Archiving data on delivery logistics, including route optimization, driver performance, and vehicle maintenance, will enable Glovo to:
   - Optimize delivery routes and reduce costs
   - Improve delivery times and customer satisfaction
   - Monitor and manage fleet performance and maintenance

   This data will resolve liability claims and improve driver training programs.

4. **Customer Feedback and Ratings**: Archiving customer feedback and ratings for the next five years will allow Glovo to:
   - Track customer satisfaction and sentiment over time
   - Identify areas for improvement in products and services
   - Analyse the impact of changes on customer satisfaction

   This data will help improve product development and customer service.

5. **Financial Transactions and Payment Data**: Archiving financial transactions and payment data, including invoices, payments, and refunds, will enable Glovo to:
   - Monitor and manage cash flow and revenue

- Track expenses and optimize cost management
- Analyse financial performance and make data-driven decisions

This data will also help resolve payment disputes, improve financial forecasting, and reduce fraud risk.