**Data Journey Map**

Start by selecting a dataset from the list or choosing one relevant to your work. Then, identify who creates this data, how it flows through your organization, and who uses it. Finally, establish quality checkpoints and brainstorm solutions.

* Be specific about roles and responsibilities
* Think about both technical and process solutions
* Consider the real impact of poor data quality
* Focus on actionable quality checkpoints

1. SELECT YOUR DATASET TYPE:

* [ ] Sales transactions
* [ ] Customer survey responses
* [ ] Inventory management
* [ ] HR employee records
* [ ] Project management tracking
* [ ] Marketing campaign results
* [ ] Financial reporting
* [ ] Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. DATA CREATORS

*Who inputs, generates, or collects this data?*

| Role | What data they create | How they create it | Potential quality issues |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

3. DATA FLOW

*Draw or describe how data moves from creation to use*

[This section can be filled with arrows, process steps, or text descriptions]

4. DATA USERS

*Who consumes, analyzes, or makes decisions with this data?*

| Role | How they use the data | Quality needs | Impact of poor quality |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

5. QUALITY CHECKPOINTS

*Where should quality be verified in this process?*

| Checkpoint | Responsible party | What to check | Solution/technique |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

6. INSIGHTS & TAKEAWAYS

*What did you learn about the relationship between creators, users, and quality?*

7. ACTION ITEMS

*What specific changes could improve data quality in this scenario?*

**Example 1: Sales Transaction Data**

**Dataset Type:** Sales transactions

**Data Creators:**

| **Role** | **What data they create** | **How they create it** | **Potential quality issues** |
| --- | --- | --- | --- |
| Sales Associates | Customer info, product selections, quantities | Point of sale system | Manual entry errors, incomplete customer data |
| Payment Processor | Payment details, transaction confirmation | Credit card system | Missing transactions, duplicate charges |
| Shipping Staff | Delivery addresses, shipping dates | Logistics software | Incorrect addresses, missing shipping details |

**Data Flow:** Sales associates enter orders → Payment system validates transactions → Orders flow to inventory management → Shipping system updates delivery status → Data is aggregated in sales database → Reports are generated for analysis

**Data Users:**

| **Role** | **How they use the data** | **Quality needs** | **Impact of poor quality** |
| --- | --- | --- | --- |
| Sales Managers | Track team performance, set goals | Accurate attribution of sales | Incorrect commissions, poor goal-setting |
| Finance Team | Revenue reporting, forecasting | Complete transaction records | Inaccurate financial statements |
| Marketing Team | Customer segmentation, campaign analysis | Detailed customer profiles | Ineffective marketing campaigns |

**Quality Checkpoints:**

| **Checkpoint** | **Responsible party** | **What to check** | **Solution/technique** |
| --- | --- | --- | --- |
| Order Entry | Sales Supervisor | Complete customer information | Excel data validation rules, required fields |
| Transaction Processing | Finance Department | Payment reconciliation | Daily matching of orders to payments |