

DATA QUALITY AUDIT REPORT - Q4 2024

Prepared by: Data Operations Team

Date: December 15, 2024

EXECUTIVE SUMMARY

This audit identified significant data quality issues across our customer database systems. Key findings require immediate remediation.

KEY FINDINGS

1. **DUPLICATE RECORDS:** 23% estimated duplicate rate across systems
 - CRM contains ~15 confirmed duplicate company entries
 - Salesforce legacy data has highest duplication (31%)
 - Company name variations are primary cause
2. **BOUNCED EMAILS:** 8 email addresses confirmed undeliverable
 - defunctcorp.com domain no longer exists
 - oldtimersllc.net mailbox permanently failed
 - 4 additional hard bounces from marketing lists
3. **STALE RECORDS:** 12% of active records have no contact >180 days
 - Green Valley Farms: last contact July 2025
 - Midwest Manufacturing: last contact August 2025
 - Recommend status change to Inactive
4. **DATA INCONSISTENCIES:**
 - Phone formats vary (XXX-XXXX, (XXX) XXX-XXXX, XXXXXXXX)
 - Email domains don't always match company (fnb.com vs firstnational.com)
 - Job titles inconsistent (Dr. vs MD vs no title)

RECOMMENDATIONS

1. Create unified Customer Master List from all sources
2. Implement company name standardization mapping
3. Remove all hard-bounced email addresses
4. Flag and review stale records for status update
5. Normalize phone number formats to XXX-XXXX

PRIORITY: HIGH - Complete by Q1 2025