ISM 6212
Database Mgmt. & Warehousing

1)

Rather than expressing shock or surprise reading these two articles, it just makes me question how is possible that within 15 years of technology revolutions in the information era, managers still struggle with data accuracy?

I think one of the multiple reasons is because companies have not invested on their information systems. – An example I can easily recall, Bank of America downtown. My financial advisor still uses outdated application software to perform checks or conversions – my dad used to run those on his Windows 98 decades ago!

I happened to read an article on Wall Street journal (business & finance) where 70% of business users still use Excel to exchange and manage data and 60% rely on email attachments. Clearly, these formats of data access present severe data quality issues for companies as they introduce possibility for issues with version control & human error.

2)

I run into a data quality issue as a customer for AIR CANADA.

Since everything is stored into databases, even for airlines companies, it happened that the company lost my checked luggage when I was relocating to Seattle from Rome last summer. I checked in at Toronto Pearson international where I supposed to claim the luggage once landed in SeaTac – The trip required a stop-over of an hour in Vancouver. After a 24-hour trip, I discovered that my luggage has been boarded to a flight direct to Chicago! – not to mention, it was 11pm in Seattle.

My frustration toward the AIR-CANADA customer-service was unconceivable. Then, I've received an email from the COO, apologizing for the inconvenience. Long story short, my luggage got shipped to my apartment few days later, and I recently found out, the company awarded me as honorary member where I get 50% off for any ticket, I purchase with AIR CANADA.

3)

The costs of poor data quality - ProQuest

The above article has been published in 2011 – thirteen years after the one published by Thomas C. Redman. The author still addresses the same issues such as customer dissatisfaction, increased of operational cost, and lower employee job satisfaction.

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