

SneakerPark Data Quality Dashboard

Real-time Monitoring | Last Updated: 2025-11-17 14:30 UTC
Database: sneakerpark_production | Refresh Rate: 15 minutes

3 CRITICAL ISSUES

Metric 1: Listing Completeness

li.listings | ShoeType Column

CRITICAL

847

NULL values in ShoeType (15.2% of listings)

↑ +2.3% from last week



DQ Rule: Every listing must have a shoe type specified to help customers find the right product

Metric 2: Customer Data Consistency

cs.CustomerServiceRequests vs usr.users

WARNING

23

Name mismatches (3.8% of CS requests)

↓ -1.2% from last week (improving)



DQ Rule: A customer's name in any system must exactly match the name in the User Service system of record

Metric 3: Listing Data Validity

li.listings | Size Column

GOOD

12

Invalid shoe sizes (0.2% of listings)

↓ -0.5% from last week



DQ Rule: Every shoe listing must have a valid size between 0.5 and 22 to ensure accurate product information

Metric 4: Inventory Timeliness

im.items | ArrivalDate Column

CRITICAL

156

Missing arrival dates (8.7% of items)

↑ +1.1% from last week



DQ Rule: Every item received at the warehouse must have an arrival date recorded to track the 45-day listing deadline

Metric 5: Account Uniqueness

usr.users | Email, Name, ZipCode

GOOD

8

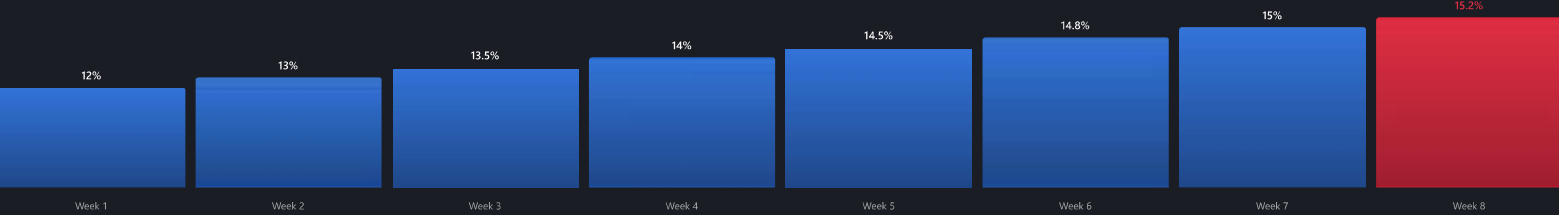
Potential duplicates (0.08% of users)

→ Stable from last week



DQ Rule: Each person should have only one user account to maintain accurate customer history and prevent fraud

Trend Analysis: Completeness Issues Over Time (Last 8 Weeks)



Missing ShoeType (li.listings) trending upward - requires immediate attention

Top Data Quality Issues by Priority

Rank	Issue	Table	Column	Count	Impact %	Status	Owner
1	Missing ShoeType	li.listings	ShoeType	847	15.2%	CRITICAL	Listing Service Team
2	Missing ArrivalDate	im.items	ArrivalDate	156	8.7%	CRITICAL	Warehouse Operations
3	Name Mismatches	cs.CustomerServiceRequests	FirstName, LastName	23	3.8%	WARNING	Customer Service Team
4	Invalid Sizes	li.listings	Size	12	0.2%	GOOD	Listing Service Team
5	Duplicate Accounts	usr.users	Multiple	8	0.08%	GOOD	User Service Team

Required Action Items

[URGENT - Critical] Fix missing ShoeType (847 records) - Backfill from im.items.Type field

[URGENT - Critical] Populate missing ArrivalDate (156 records) - Use shipping logs for backfill

[HIGH - Warning] Review and correct 23 customer name mismatches between CS and User Service systems

[MEDIUM] Add dropdown validation for shoe sizes at listing entry point to prevent invalid values

[LOW - Monitoring] Continue monitoring duplicate account detection - currently within acceptable limits

Auto-Refresh: Every 15 minutes | Email Alerts: Enabled (Critical issues → data-quality-team@sneakerpark.com) | Slack: #data-quality

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