DQ Incident & SLA Tracker
URL: https://www.campaignminds.com/share/emg/dq-tickets/4f46swCIM7KceNKWBCc0dgkDEcuYH0Ij

Usage & Implementation Documentation

1. Dashboard Purpose

The **DQ Incident & SLA Tracker** is a shared dashboard designed to provide EMG and the agency with a **clear, transparent, and centralized view** of how Data Quality and Lifecycle related incidents and requests are being handled.

Its main objectives are to support:

- Operational tracking of tickets and incidents.

- SLA monitoring and governance.

- Early identification of risks and blockers.

- Continuous improvement through shared visibility and objective metrics.

At a glance, this dashboard helps answer key questions such as:

- What is currently open and actively being worked on?

- What items require attention soon or are already at risk?

- Where are blockers that may slow down delivery?

- How well are SLAs being met, especially for critical (P1) incidents?

- How workload and urgency are distributed across teams and categories?

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2. What You Can Find in the Dashboard

2.1 High-Level KPIs (Top Summary)

At the top of the dashboard, summary cards provide immediate visibility on the overall situation:

- **Open tickets**: number of tickets currently open within the selected scope and filters.

- **Overdue**: tickets whose ETA has already been exceeded.

- **Due soon**: tickets approaching their ETA (risk window).

- **P1 < 4h Acknowledgment Rate**: key SLA indicator measuring how quickly critical incidents are acknowledged, with a drill-down view to the underlying tickets.

All KPIs update dynamically based on the filters applied.

2.2 Filters (Interactive Monitoring)

The dashboard includes interactive filters that allow EMG to focus on what matters most at any given time:

- **Status**: for example Ready, In progress, etc.

- **Owner**: who is responsible for the ticket.

- **Priority**: to isolate P1, P2, P3.

- **Type / Parent**: DATA, LIFECYCLE, etc.

- **Search**: free-text search by ticket ID, owner, or keywords.

These filters enable quick reviews by team member, category, or urgency level without relying on separate tools.

2.3 Visual Analytics (Charts)

Charts provide a fast, visual understanding of workload and risk distribution, including:

- Ticket volume by status and ownership.

- Priority distribution.

- Risk buckets linked to ETA (overdue, due soon, on track).

All charts are interactive and respond to the same filters applied across the dashboard, ensuring consistency between KPIs, visuals, and detailed views.

2.4 Ticket Status Table (Detailed View)

The ticket table is the most operational component of the dashboard and is designed to support **day-to-day tracking and weekly reviews**.

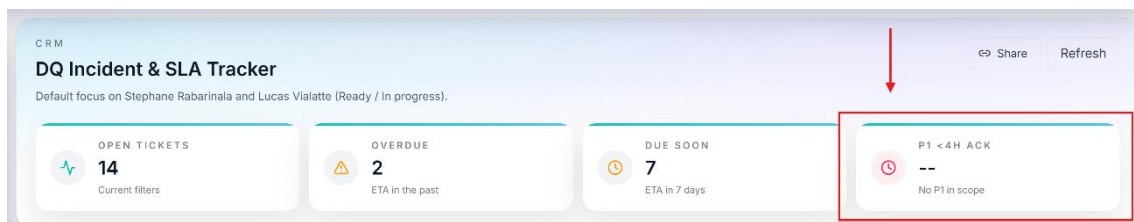It displays key operational fields, including:

- **JIRA status and assignee** for clear ownership visibility.

- **Due date (JIRA)**, shown as read-only, since JIRA remains the source of truth.

- **ETA**, representing the owner's operational estimate for resolution. This is maintained in the dashboard to support forecasting and risk anticipation.

- **Comments**, used to add contextual notes and clarifications.

- **Blocker indicators**, highlighting situations such as dependencies, missing inputs, or external constraints that may delay resolution.

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3. Key Principles

- **JIRA remains the source of truth** for ticket creation, history, priority, and status changes.

- The dashboard is designed to provide **clarity and accountability**, making visible what is happening, what is at risk, and why.

- The client-facing view focuses on **transparency and monitoring**, not on internal agency tooling or processes.

- The dashboard complements JIRA by improving readability and decision-making, not by replacing it.

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4. Focus KPI: P1 < 4h Acknowledgment Rate

4.1 What This KPI Measures

The **P1 < 4h Acknowledgment Rate** measures the percentage of Priority 1 incidents, limited to Data and Lifecycle topics, that are acknowledged by the agency within **4 hours**.

An acknowledgment corresponds to the **first clear signal** that the agency has started handling the ticket (first response, confirmation, or first defined next steps).

All timestamps and signals used for this KPI come from **JIRA**, which remains the source of truth.
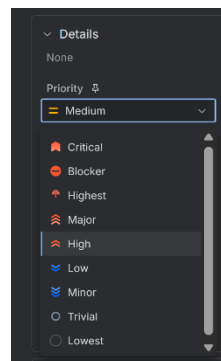
4.2 Which Tickets Are Included (Scope)

A ticket is included in this KPI only if **all** of the following conditions are met.

1) Priority = P1 (as interpreted from JIRA)

EMG does not use explicit P1, P2, P3 labels in JIRA. Instead, the dashboard maps existing JIRA priority values to P1, P2, and P3 tiers.

For this KPI, a ticket is considered **P1** when its JIRA Priority field corresponds to a high-urgency value, such as:

- Critical

- High

- Major

If the JIRA priority does not fall into this P1 tier, the ticket is excluded from this KPI.

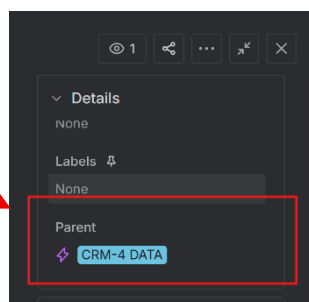**2) Type = Data or Lifecycle (JIRA "Parent" field)**

Only tickets related to **DATA** or **LIFECYCLE** are in scope.

In EMG's JIRA, this classification is defined via the **Parent** field.
The ticket must have:

- Parent = DATA, or

- Parent = LIFECYCLE

for it to be included.

3) SLA clock starts when the ticket enters "Ready"

The SLA timing does **not** start when the ticket is created.

It starts when the ticket is moved to **Ready** in JIRA, meaning the ticket is actionable and formally ready to be handled by the agency.

4) KPI go-live cutoff

The KPI is measured starting from **03/02/2026 onward**.

Tickets created or handled before this go-live date do not affect the KPI score.

4.3 Timezone and Business Rules

- **Official timezone**: Europe/Paris.

After-hours rule
If a ticket enters Ready after **18:00 (Paris time)**, it can be acknowledged the next business day between **09:00 and 11:00** without being considered late.

Weekend rule
Tickets entering Ready on Saturday or Sunday are treated as entering Ready on **Monday at 09:00 (Paris time)**, and the SLA window starts from that point.

4.4 What Counts as "Acknowledged"

A ticket is considered acknowledged when there is a **first visible signal in JIRA** that the agency has started handling it. This can include:

- A first response or confirmation.

- A comment describing initial analysis or next steps.

If no acknowledgment signal is recorded in JIRA, the ticket is automatically considered **over 4 hours**, and therefore counted as a failure for this KPI.

4.5 How the Percentage Is Calculated

- **On time**: acknowledged within the applicable SLA window.

- **Late**: acknowledged, but after the SLA window.

- **Missing**: no acknowledgment signal (automatically treated as > 4h).

Acknowledgment Rate =
(On-time P1 tickets) / (Total P1 tickets in scope) × 100

4.6 What EMG Should Do in JIRA (to Ensure Correct Tracking)

To ensure tickets are correctly included and measured:

- Set the JIRA Priority to the appropriate **P1-tier value** (High, Major, Critical).

- Set **Parent = DATA or LIFECYCLE**.

- Move the ticket to **Ready** only when it is truly actionable, as this starts the SLA clock.

- Optionally assign the ticket to the appropriate owner to ensure clean accountability and visibility.