

DATA QUALITY DISASTER

SURPRISE! Your data is a complete mess.

THE NEWS: IT just completed a data audit and found serious problems:

- Customer service tickets are inconsistently categorized (30+ different category names for the same issues)
- 30% of tickets have no resolution notes
- Historical data before 2023 is in a deprecated system and would cost \$40K to extract
- Customer information has duplicates and errors
- No clean training data exists for the AI

IT Manager says: *“You can’t train an AI on garbage data. This needs 2-3 months of cleanup first.”*

YOUR TASK:

1. How does this change your pilot approach?
2. What data work must happen before AI work?
3. Can you start the pilot with limited data? How?
4. Does this change your timeline and budget?
5. What’s your revised plan?