

Data Verification Report: Ipsos-Inspired Market Research Project

Objective: To ensure the collected survey data is accurate, clean, and structured properly for analysis with a focus on practical business insights and decision-making.

1. Data Quality Review

1.1 Missing Data Analysis

- **Issue Identified:** Some survey responses had missing values, particularly in demographic fields (age group and income level).
- **Business Impact:** Missing demographic data could lead to incomplete segmentation insights, affecting the ability to tailor business strategies based on consumer profiles.
- **Action Taken:**
 - Applied business logic to infer missing data where appropriate.
 - Flagged and documented gaps to inform future survey improvements.

1.2 Duplicate Responses

- **Issue Identified:** Some respondents restarted the survey and submitted multiple entries.
- **Business Impact:** Duplicates could lead to overestimated consumer preferences and inaccurate demand forecasting.
- **Action Taken:**
 - Implemented deduplication based on metadata like timestamps and IP addresses.
 - Created a rule for future surveys to limit multiple submissions from the same user.

1.3 Invalid or Inconsistent Entries

- **Issue Identified:** Respondents contradicting themselves in answers (e.g., selecting "Never" for purchasing sustainable products but rating sustainability as very important).
- **Business Impact:** Contradictions reduce the reliability of consumer insights, making it difficult to create effective marketing campaigns.
- **Action Taken:**
 - Identified patterns in conflicting responses to refine survey question phrasing for future iterations.
 - Introduced a validation rule for future surveys to detect contradictions and prompt users for clarification.

2. Data Formatting and Standardization

2.1 Categorical Data Encoding

- **Action Taken:**
 - Standardized labels for gender, income, and region.
 - Ensured uniform formatting to facilitate trend analysis in future iterations.

2.2 Scale-Based Responses


- **Action Taken:**
 - Ensured all scale-based responses (1-5 ratings) were within expected range.
 - Highlighted extreme values for business review rather than automatic correction.

2.3 Open-Ended Responses

- **Action Taken:**
 - Applied basic text cleaning (removing excessive punctuation, enforcing title case where necessary).
 - Categorized common themes from open-ended responses to provide structured insights.

3. Business Insights and Decision-Making Implications

- **Survey Accuracy Improvements:** Identified best practices to improve future response reliability.
- **Consumer Segmentation Enhancements:** Recommended refining demographic and behavioral targeting based on response patterns.
- **Data Integrity Protocols:** Suggested future improvements in data validation during survey completion.

Approval Status:  Data is verified and ready for internal reporting and strategic insights.

Next Steps:

- Incorporate findings into business decision-making processes.
- Prepare summarized insights for marketing and product development teams.

End of Report

