

**Business Case**  
**Data Quality Analysis**  
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**6243**  
Entries

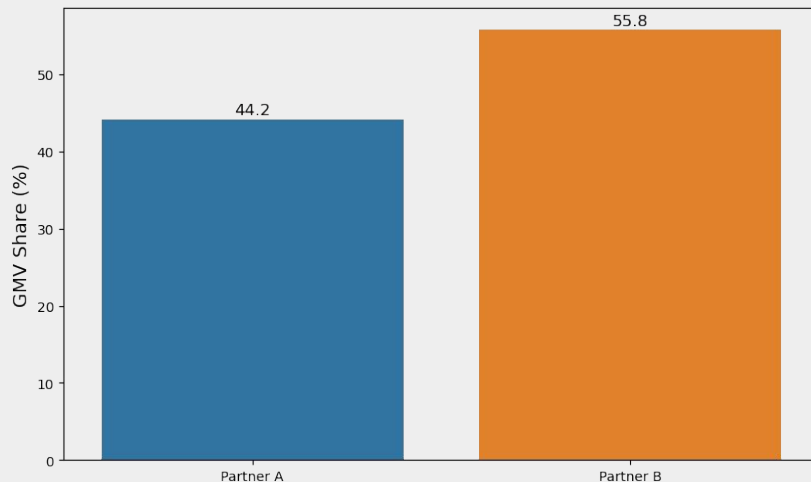


**2**  
Partners in the  
assortment

**4391**  
Unique Products

**Discrepancies between the PIM and Catalog data cause inconsistencies in the information displayed to users**

**GMV Share per Partner**



There were **1600** discrepancies found in Partner A and **1434** in Partner B

**Negative correlation  
between discrepancies and  
GMV**

**Quality Impact:**

Discrepancies impact the reliability of listings, leading to decreased sales

**Trust Issues:**

Customers might be less inclined to purchase products from partners with more discrepancies

**Operational Efficiency:**

Partners with higher discrepancies may experience operational inefficiencies

**3034**

Total Discrepancies

**3016**

in Product Name

**233**

in Image

**215**

in both Product Name and Image

**18**

MPCs with overrides in the catalog with wrong image

### Identical or highly similar product names

The majority of entries are aligned, indicating a consistent naming convention

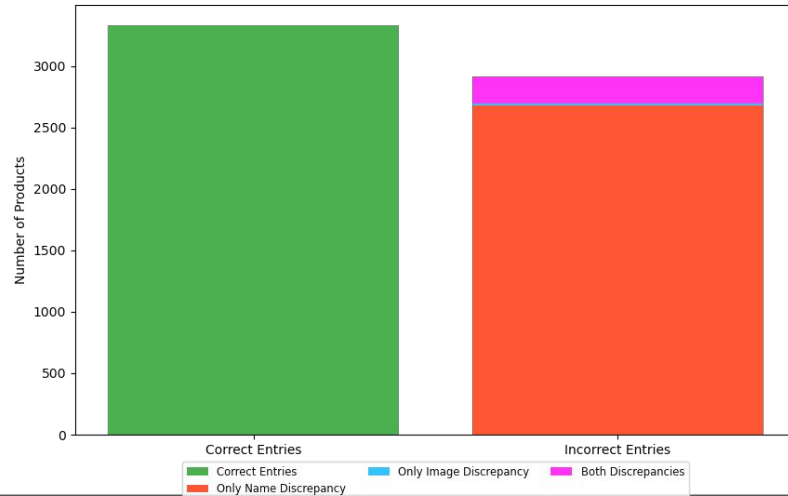
### Partially similar

Could be typos, formatting differences or truncation issues

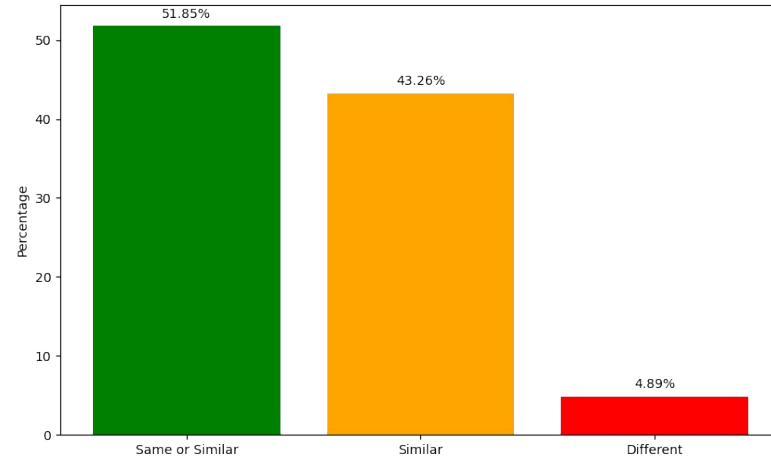
### Completely different

Likely mismatched products where the Catalog entry refers to a different item than the PIM entry

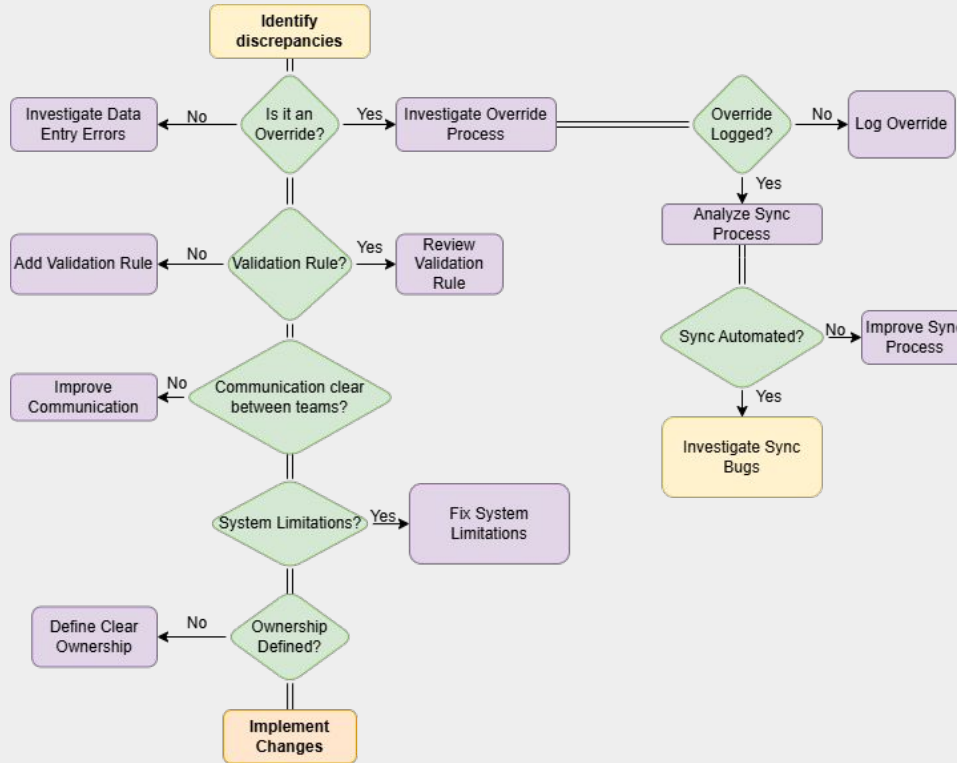
Total Number of Products with Correct and Incorrect Entries



PIM Product Names and Catalog Product Names Similarity



## Identify Root Causes



## Categorize and Prioritize

Discrepancy type  
Focus efforts based on the issue type

GMV Impact  
Prioritize high-value products

Frequency  
Target recurring problems first

Customer Complaints  
Resolve issues affecting customers

## Resolve

Establish a process for synchronizing updates

Assign agents to cross-check and update records

Implement checks and alerts for overrides

Validate updated data with Local Teams

Set deadlines for issue resolution

## Preventive Measures

### Automated Data Sync

Implement scripts to compare PIM and Catalog data automatically

Create reports to flag discrepancies

### Override Policy

Mandatory specific logs for changes

State override reason

Log approval

### Training

Periodical trainings on policy updates

Meetings to discuss logging accuracy

Logging and Communication best practices

### Monitoring

Number of overrides

GMV impact

Error rates

Data entry accuracy

Resolution Time

Customer Complaint rate

## Operational process

### Operational Support Agents

### Local Teams

#### Data

- Cross-check and update records
- Validate Data

- Coordination with partners
- Create discrepancy reports

#### Logs

- Approve logs based on policy guidelines

- Ensure proper logging when performing overrides

#### Training

- Provide information on policy updates
- Ensure local teams understand data validation process

- Take part in training to ensure proper logging
- Recognize pattern in discrepancies
- Improve familiarity with tools

#### Monitoring

- Keep track of KPIs
- Provide feedback to local teams
- Present results to stakeholders

- Report issues to the Operational Support Agents
- Collect feedback from partners

