



Data Quality Report

Quality Check on the Expectant Mothers Dashboard



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Data Quality Report

1. Google Ads vs. Expectant Mothers Dashboard

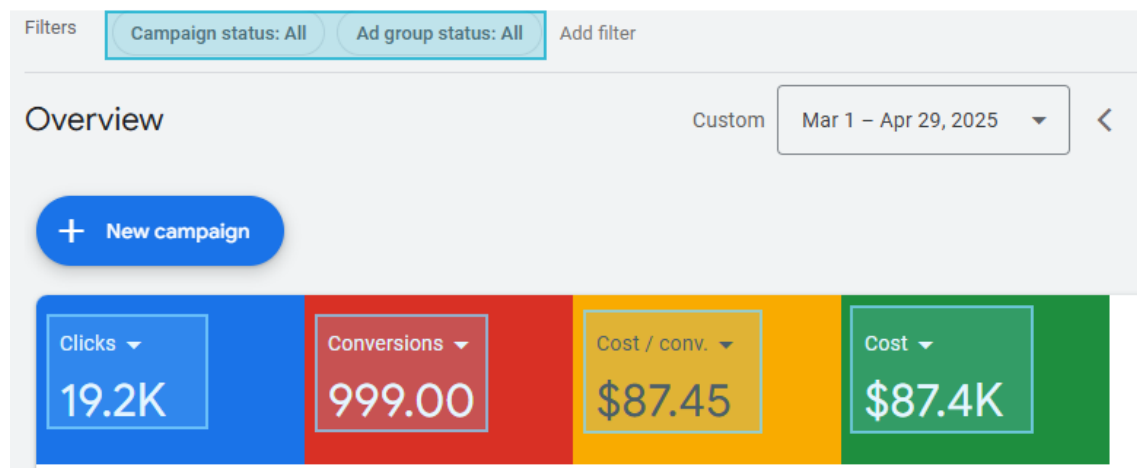
Checks from March 1, 2025 to April 29, 2025

In Google Ads, the default settings come with the following filters applied:

- Campaign Status: Enabled
- Ad group status: Enabled, Paused

With these filters in place, we get the following results:

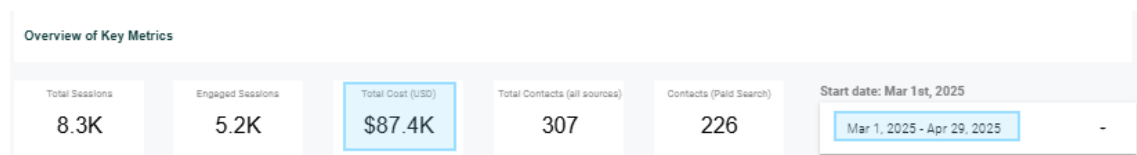
Our assumption is that the filters should be set to “All.” When we make that adjustment, the data changes as follows:



Based on this updated figure, we will compare it with the data from the “Expectant Mothers Dashboard.”

Dashboard “Overview”

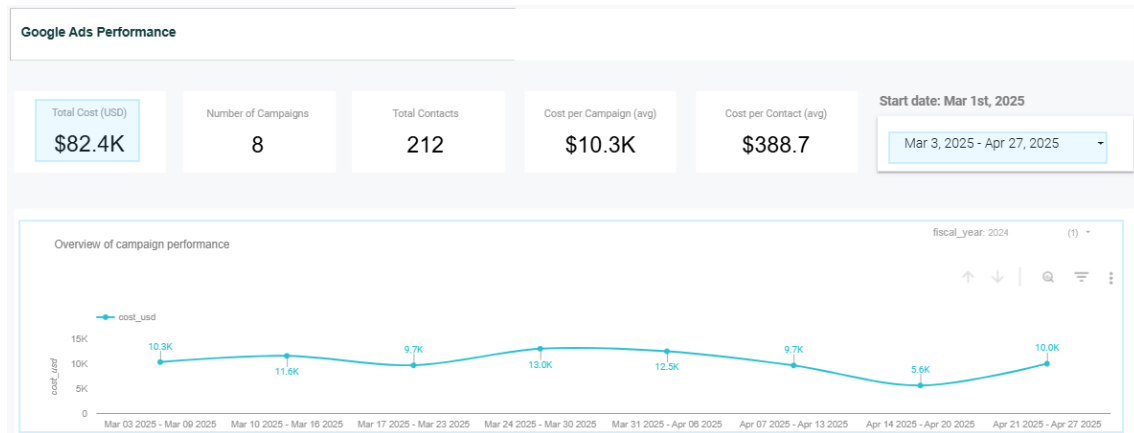
The Cost value is \$87.4K, which matches the amount shown in Google Ads.



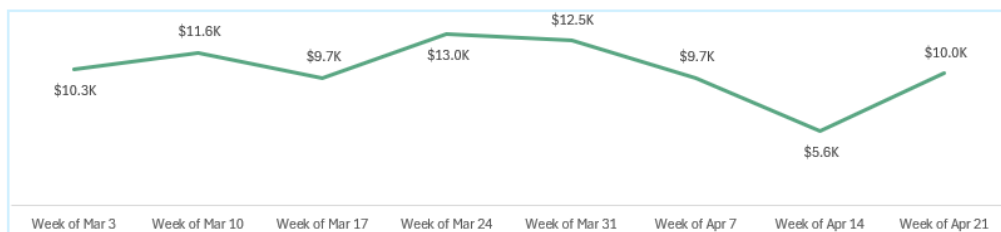


Dashboard “Google Ads Performance”

For comparison purposes, the period from March 3, 2025, to April 27, 2025, was used. This range was chosen to include full weeks.



The values obtained from the Google Ads curve were as follows:



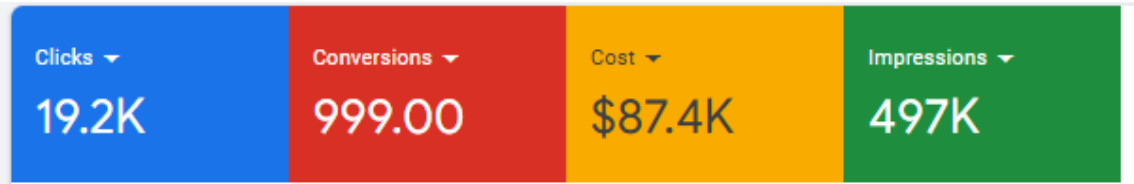
With that, the value matches exactly what is shown on the dashboard.



Dashboard “Campaign Breakdown”

In this tab, we return to using the date range from March 1, 2025, to April 29, 2025.

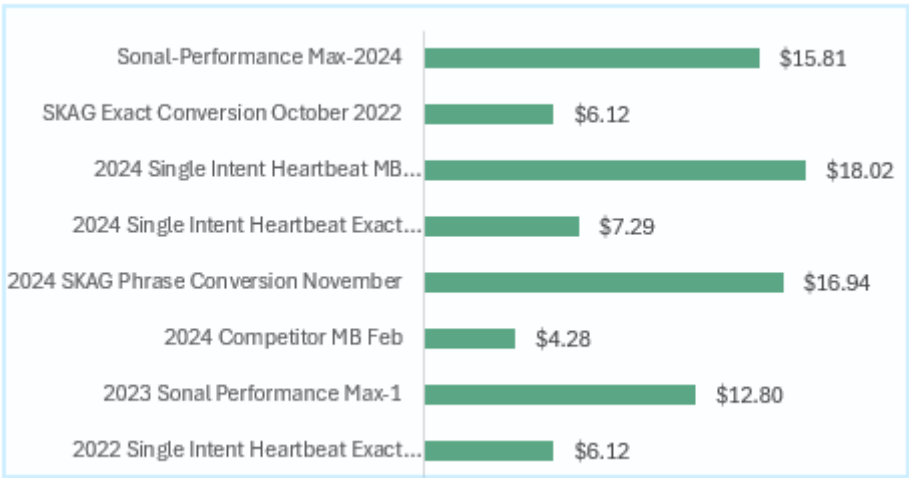
The total results from Google Ads are:



Analyzing the 'Cost', we see that the total amount matches what is shown in Google Ads, as previously noted.

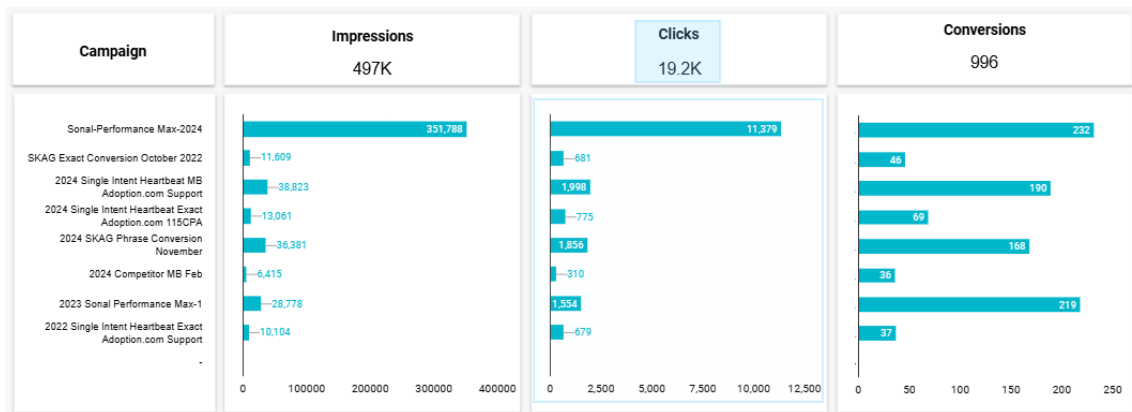


Additionally, when analyzing at the campaign level, the values also match, as can be seen in the chart built using data extracted from Google Ads.



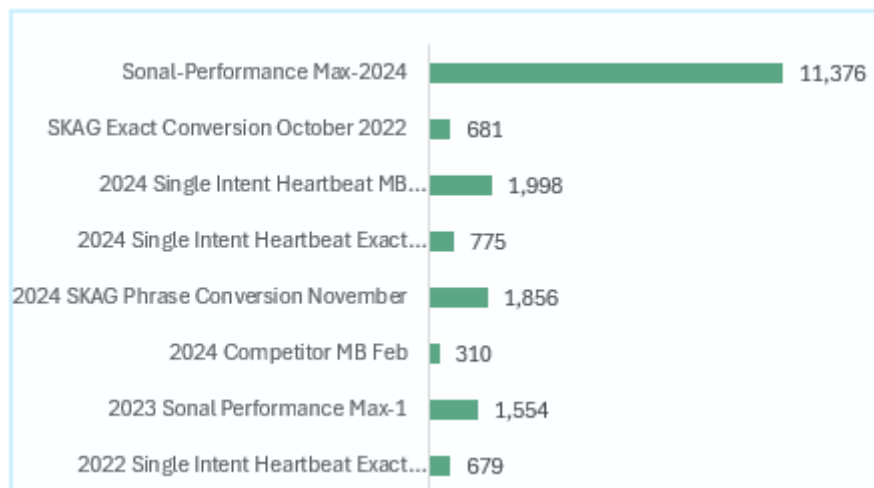


For the section related to 'Clicks', the data shown on the dashboard is as follows:

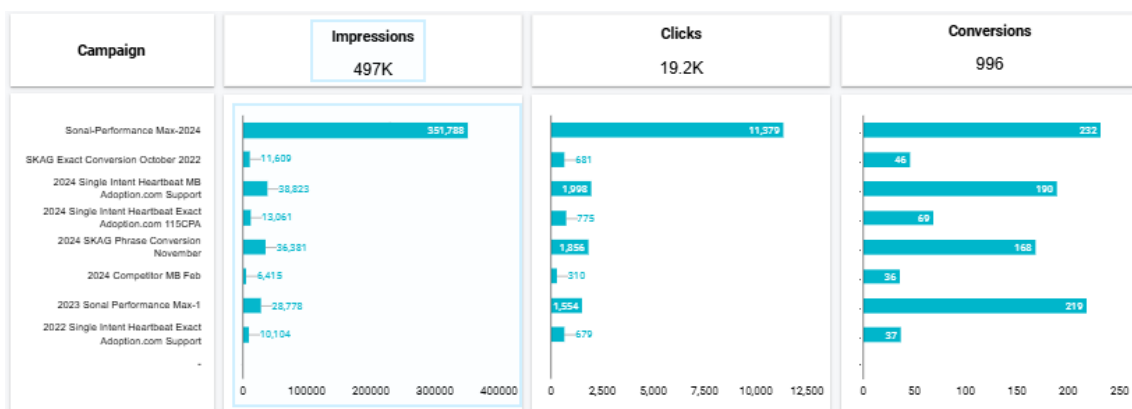


The total number of clicks matches the value shown in Google Ads.

The click distribution by campaign also shows a positive result. When comparing the data extracted from Google Ads, we have:

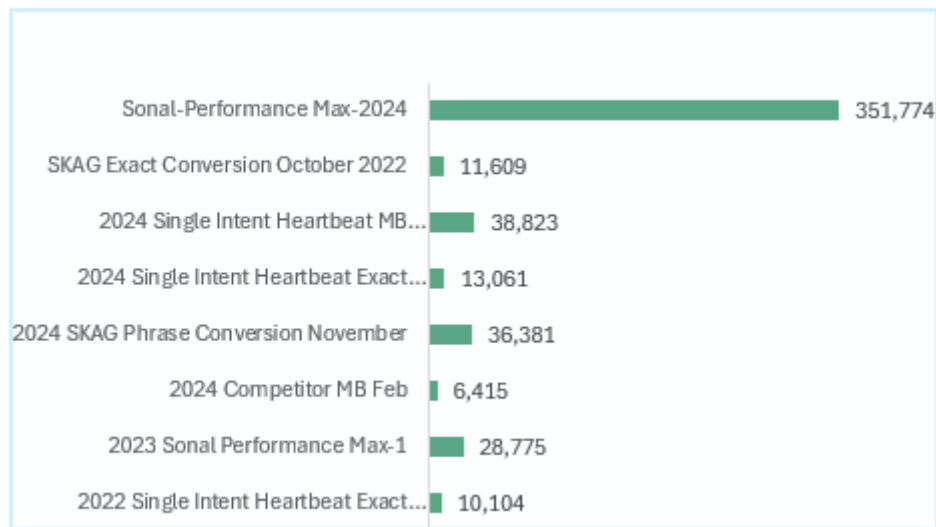


Continuing the analysis for 'Impressions', the total result from Google Ads—497k—matches the value shown on the dashboard, as can be seen in the image below.

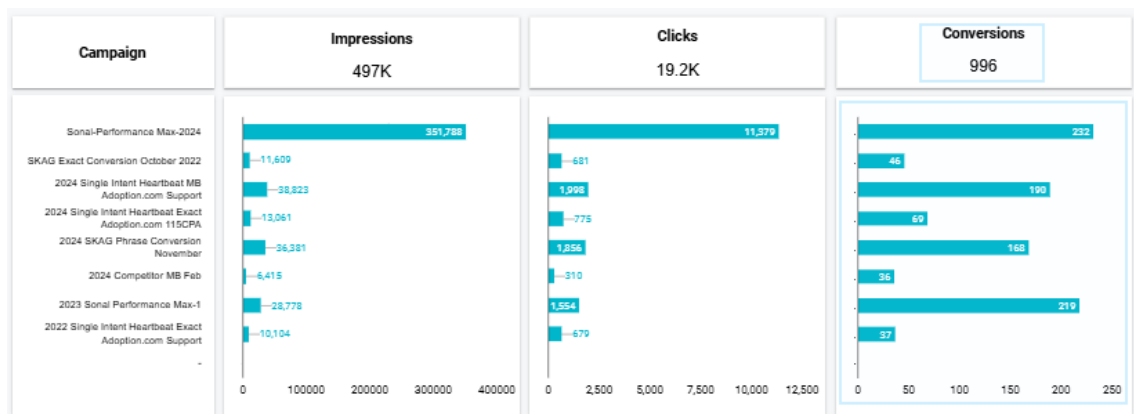




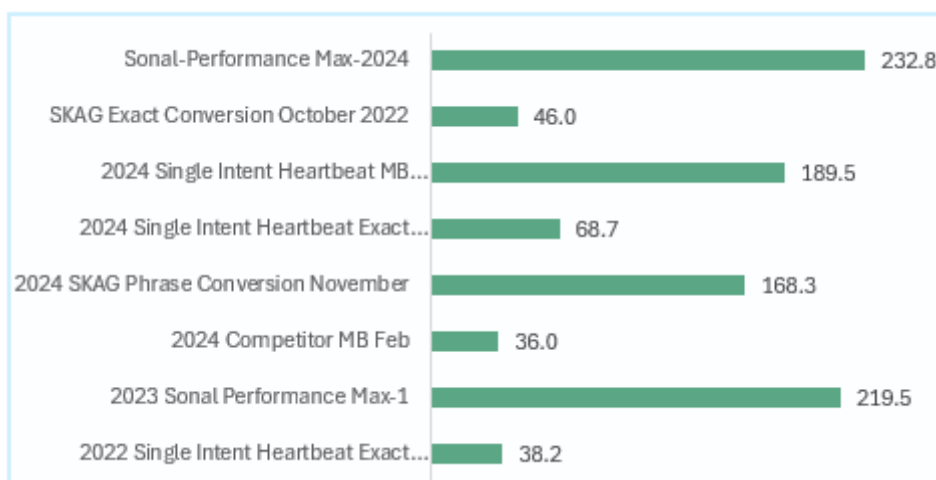
Additionally, the values by campaign also match, as shown in the image below.



Now, analyzing the 'Conversions' value, we see that the total on the dashboard is 996, while the total in Google Ads is 999.



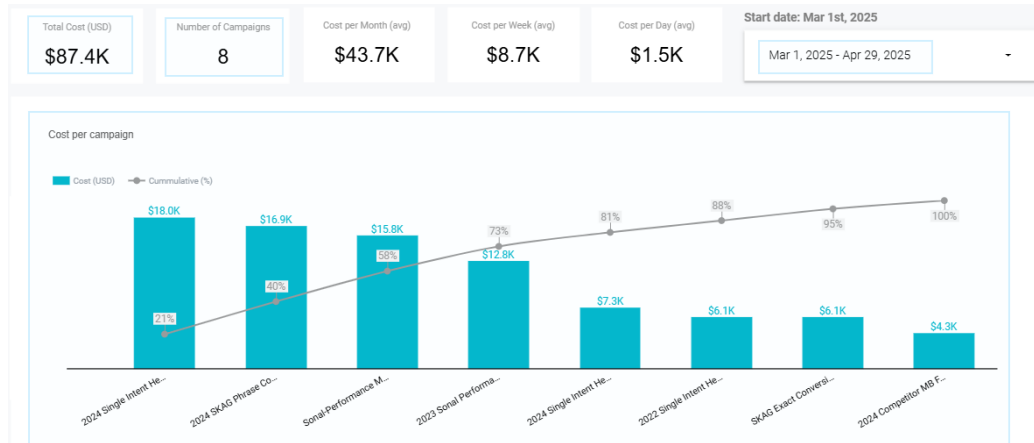
This difference of 3 is due to rounding, as can be seen in the campaign breakdown below.



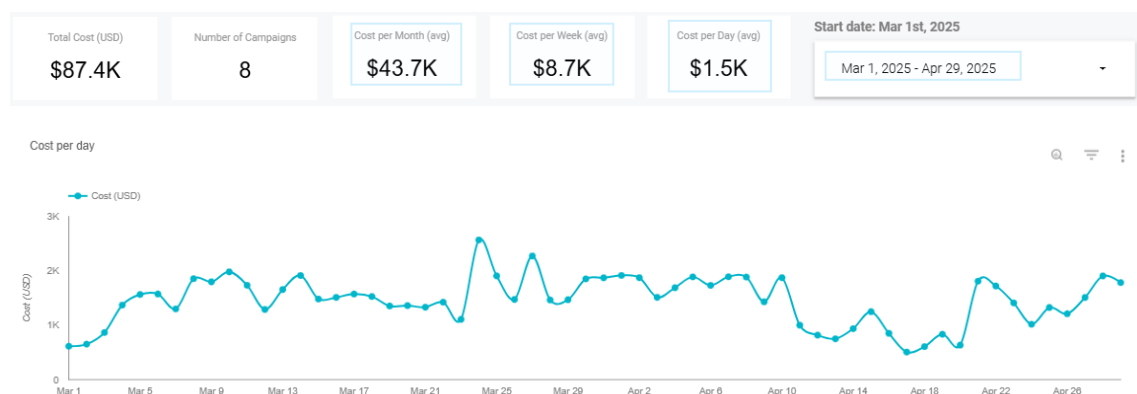


Dashboard "Campaign Cost"

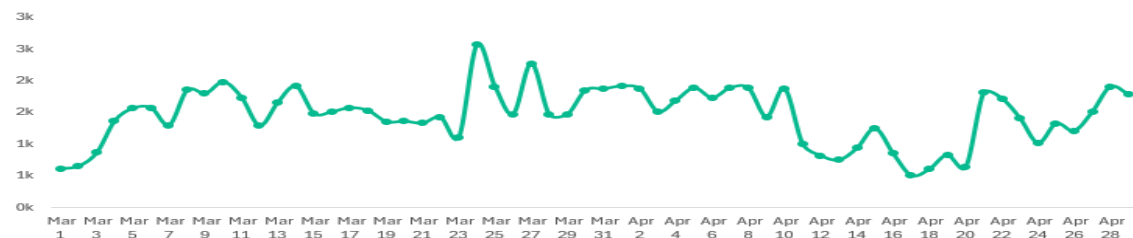
With the information already confirmed earlier, we can now confirm that the following sections of the tab are correct: Total Cost, Number of Campaigns, and the Cost per Campaign chart.



Now, let's compare the 'Cost per Day' line chart with the cost values for month, week, and day.



For the comparison, it was necessary to extract the daily Cost data from Google Ads. With this, the following chart was created for comparison.





It can be observed that the values follow the same order of magnitude and match. In the tables below, we can see the average values for month, week, and day extracted from Google Ads. The values match those found in the 'Expectant Mothers Dashboard'.

Month	Cost
Mar	\$ 47.8K
Apr	\$ 39.6K
Total	\$ 87.4K
Moths	2
Average	\$ 43.7K

Week	Cost
Mar 1 - Mar 2	\$ 1.3K
Mar 3 - Mar 9	\$ 10.3K
Mar 10 - Mar 16	\$ 11.6K
Mar 17 - Mar 23	\$ 9.7K
Mar 24 - Mar 30	\$ 13.0K
Mar 31 - Apr 6	\$ 12.5K
Mar 7 - Apr 14	\$ 9.7K
Mar 15 - Apr 20	\$ 5.6K
Mar 21 - Apr 27	\$ 10.0K
Mar 28 - Apr 29	\$ 3.7K
Total	\$ 87.4K
Weeks	10
Average	\$ 8.7K

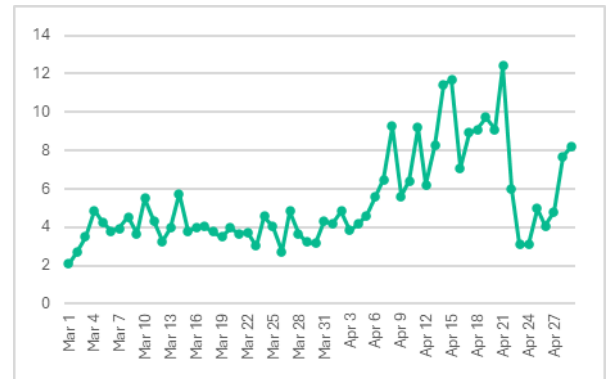
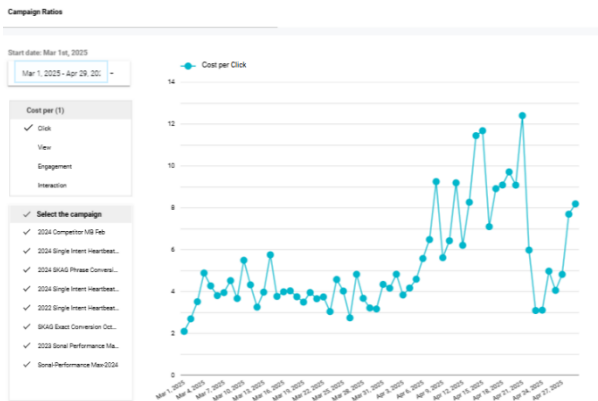
Day	Cost
Mar 1	\$ 0.6K
Mar 2	\$ 0.7K
Mar 3	\$ 0.9K
Mar 4	\$ 1.4K
Mar 5	\$ 1.6K
Mar 6	\$ 1.6K
Mar 7	\$ 1.3K
Mar 8	\$ 1.9K
Mar 9	\$ 1.8K
Mar 10	\$ 2.0K
Mar 11	\$ 1.7K
Mar 12	\$ 1.3K
Mar 13	\$ 1.7K
Mar 14	\$ 1.9K
Mar 15	\$ 1.5K
Mar 16	\$ 1.5K
Mar 17	\$ 1.6K
Mar 18	\$ 1.5K
Mar 19	\$ 1.4K
Mar 20	\$ 1.4K
Mar 21	\$ 1.3K
Mar 22	\$ 1.4K
Mar 23	\$ 1.1K
Mar 24	\$ 2.6K
Mar 25	\$ 1.9K
Mar 26	\$ 1.5K
Mar 27	\$ 2.3K
Mar 28	\$ 1.5K
Mar 29	\$ 1.5K
Mar 30	\$ 1.9K
Mar 31	\$ 1.9K

Day	Cost
Apr 1	\$ 1.9K
Apr 2	\$ 1.9K
Apr 3	\$ 1.5K
Apr 4	\$ 1.7K
Apr 5	\$ 1.9K
Apr 6	\$ 1.7K
Apr 7	\$ 1.9K
Apr 8	\$ 1.9K
Apr 9	\$ 1.4K
Apr 10	\$ 1.9K
Apr 11	\$ 1.0K
Apr 12	\$ 0.8K
Apr 13	\$ 0.8K
Apr 14	\$ 0.9K
Apr 15	\$ 1.2K
Apr 16	\$ 0.9K
Apr 17	\$ 0.5K
Apr 18	\$ 0.6K
Apr 19	\$ 0.8K
Apr 20	\$ 0.6K
Apr 21	\$ 1.8K
Apr 22	\$ 1.7K
Apr 23	\$ 1.4K
Apr 24	\$ 1.0K
Apr 25	\$ 1.3K
Apr 26	\$ 1.2K
Apr 27	\$ 1.5K
Apr 28	\$ 1.9K
Apr 29	\$ 1.8K
Total	\$ 87.4K
Days	60
Average	\$ 1.5K

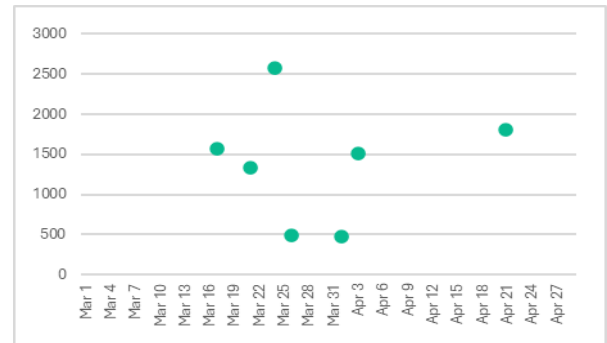
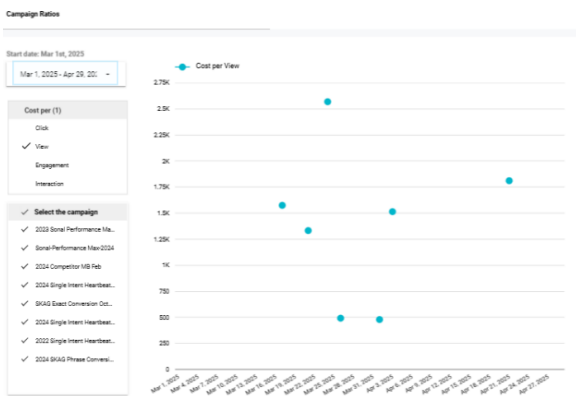


Dashboard “Campaign Ratios”

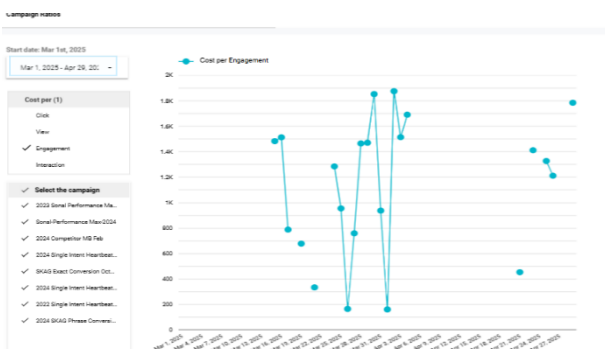
Click:



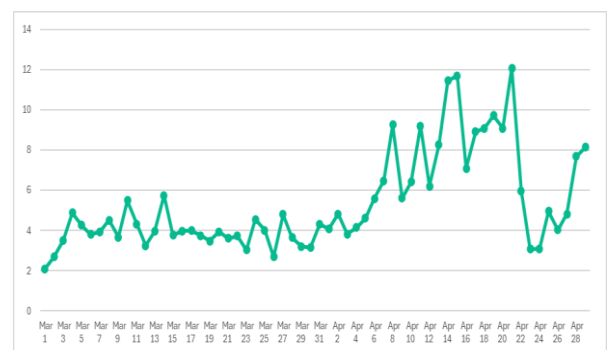
View:



Engagement:



Interaction:





All the charts match the values found in Google Ads. Below are the tables with the values found.

Date	Cost/Click	Cost/Interactions	Cost/Views	Cost/Engagements
Mar 1	\$ 2.1	\$ 2.1	\$ -	\$ -
Mar 2	\$ 2.7	\$ 2.7	\$ -	\$ -
Mar 3	\$ 3.5	\$ 3.5	\$ -	\$ -
Mar 4	\$ 4.9	\$ 4.9	\$ -	\$ -
Mar 5	\$ 4.3	\$ 4.3	\$ -	\$ -
Mar 6	\$ 3.8	\$ 3.8	\$ -	\$ -
Mar 7	\$ 3.9	\$ 3.9	\$ -	\$ -
Mar 8	\$ 4.5	\$ 4.5	\$ -	\$ -
Mar 9	\$ 3.7	\$ 3.7	\$ -	\$ -
Mar 10	\$ 5.5	\$ 5.5	\$ -	\$ -
Mar 11	\$ 4.3	\$ 4.3	\$ -	\$ -
Mar 12	\$ 3.3	\$ 3.3	\$ -	\$ -
Mar 13	\$ 4.0	\$ 4.0	\$ -	\$ -
Mar 14	\$ 5.8	\$ 5.8	\$ -	\$ -
Mar 15	\$ 3.8	\$ 3.8	\$ -	\$ 1,483.1
Mar 16	\$ 4.0	\$ 4.0	\$ -	\$ 1,512.8
Mar 17	\$ 4.0	\$ 4.0	\$ 1,574.8	\$ 787.4
Mar 18	\$ 3.7	\$ 3.7	\$ -	\$ -
Mar 19	\$ 3.5	\$ 3.5	\$ -	\$ 677.2
Mar 20	\$ 3.9	\$ 3.9	\$ -	\$ -
Mar 21	\$ 3.7	\$ 3.6	\$ 1,332.6	\$ 333.2
Mar 22	\$ 3.7	\$ 3.7	\$ -	\$ -
Mar 23	\$ 3.0	\$ 3.0	\$ -	\$ -
Mar 24	\$ 4.6	\$ 4.6	\$ 2,568.8	\$ 1,284.4
Mar 25	\$ 4.0	\$ 4.0	\$ -	\$ 954.1
Mar 26	\$ 2.7	\$ 2.7	\$ 492.0	\$ 164.0
Mar 27	\$ 4.8	\$ 4.8	\$ -	\$ 758.3
Mar 28	\$ 3.7	\$ 3.7	\$ -	\$ 1,464.8
Mar 29	\$ 3.2	\$ 3.2	\$ -	\$ 1,470.4
Mar 30	\$ 3.2	\$ 3.2	\$ -	\$ 1,852.9
Mar 31	\$ 4.3	\$ 4.3	\$ -	\$ 936.7
Apr 1	\$ 4.2	\$ 4.1	\$ 479.1	\$ 159.7
Apr 2	\$ 4.8	\$ 4.8	\$ -	\$ 1,875.9
Apr 3	\$ 3.8	\$ 3.8	\$ 1,514.1	\$ 1,514.1
Apr 4	\$ 4.2	\$ 4.2	\$ -	\$ 1,690.7
Apr 5	\$ 4.6	\$ 4.6	\$ -	\$ -
Apr 6	\$ 5.6	\$ 5.6	\$ -	\$ -
Apr 7	\$ 6.5	\$ 6.5	\$ -	\$ -
Apr 8	\$ 9.2	\$ 9.2	\$ -	\$ -
Apr 9	\$ 5.6	\$ 5.6	\$ -	\$ -
Apr 10	\$ 6.4	\$ 6.4	\$ -	\$ -



Date	Cost/Click	Cost/Interactions	Cost/Views	Cost/Engagements
Apr 11	\$ 9.2	\$ 9.2	\$ -	\$ -
Apr 12	\$ 6.2	\$ 6.2	\$ -	\$ -
Apr 13	\$ 8.3	\$ 8.3	\$ -	\$ -
Apr 14	\$ 11.4	\$ 11.4	\$ -	\$ -
Apr 15	\$ 11.7	\$ 11.7	\$ -	\$ -
Apr 16	\$ 7.1	\$ 7.1	\$ -	\$ -
Apr 17	\$ 8.9	\$ 8.9	\$ -	\$ -
Apr 18	\$ 9.1	\$ 9.1	\$ -	\$ -
Apr 19	\$ 9.7	\$ 9.7	\$ -	\$ -
Apr 20	\$ 9.1	\$ 9.1	\$ -	\$ -
Apr 21	\$ 12.4	\$ 12.1	\$ 1,810.9	\$ 452.7
Apr 22	\$ 6.0	\$ 6.0	\$ -	\$ -
Apr 23	\$ 3.1	\$ 3.1	\$ -	\$ 1,411.4
Apr 24	\$ 3.1	\$ 3.1	\$ -	\$ -
Apr 25	\$ 5.0	\$ 5.0	\$ -	\$ 1,327.0
Apr 26	\$ 4.1	\$ 4.0	\$ -	\$ 1,211.2
Apr 27	\$ 4.8	\$ 4.8	\$ -	\$ -
Apr 28	\$ 7.7	\$ 7.7	\$ -	\$ -
Apr 29	\$ 8.2	\$ 8.1	\$ -	\$ 1,784.8



Data Quality Report

2. Google Analytics vs. Expectant Mothers Dashboard

Checks from March 1, 2025 to April 29, 2025

Conditions for verifications in Google Analytics:

1. The host must be exactly “Adoption.com” and the screen must be exactly “/support”, as shown in the image below.

CONDITIONS (CREATE UP TO FIVE OPTIONS)

AND

Dimension: Nome do host
Match type: corresponds exactly to
Value: adoption.com

Dimension: Caminho da página e classe da
Match type: corresponds exactly to
Value: /support

Using the date range from 03-01-25 to 04-29-25, in Google Analytics, the following information was obtained:

- Total sessions = 8,259
- Engaged sessions = 5,157



These values match those found in the “Expectant Mothers Dashboard”, as shown in the image below.

Overview of Key Metrics					
Total Sessions	Engaged Sessions	Total Cost (USD)	Total Contacts (all sources)	Contacts (Paid Search)	Start date: Mar 1st, 2025
8,259	5,157	\$87.4K	307	226	Mar 1, 2025 - Apr 29, 2025



For the verification of the “Traffic Distribution Channel” chart, it was necessary to use the table under “Session Main Channel Group,” as shown in the image below.

Plot lines	To look for...
<input type="checkbox"/> Channel group...session master	Sessions
<input type="checkbox"/> Total	8.259 100% do total
<input type="checkbox"/> 1 Unassigned	35 (0,42%)
<input type="checkbox"/> 2 Referral	92 (1,11%)
<input type="checkbox"/> 3 Paid Search	4.572 (55,36%)
<input type="checkbox"/> 4 Paid Other	140 (1,7%)
<input type="checkbox"/> 5 Organic Social	15 (0,18%)
<input type="checkbox"/> 6 Organic Search	375 (4,54%)
<input type="checkbox"/> 7 Display	21 (0,25%)
<input type="checkbox"/> 8 Direct	472 (5,71%)
<input type="checkbox"/> 9 Cross-network	2.539 (30,74%)

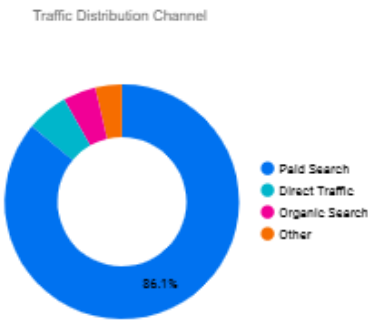
For data organization, the following was considered:

Default	Sessions	Real Group	%
Direct	472	Direct Traffic	5,7%
Cross-network	2.539	Paid Search	30,7%
Paid Search	4.572	Paid Search	55,3%
Organic Search	375	Organic Search	4,5%
Unassigned	35	Other	0,4%
Referral	92	Other	1,1%
Paid Other	140	Other	1,7%
Organic Social	15	Other	0,2%
Display	21	Other	0,3%

Resulting in:

Default	Sessions	Real Group	%
Direct	472	Direct Traffic	5,7%
Paid Search	7.111	Paid Search	86,1%
Organic Search	375	Organic Search	4,5%
Unassigned	303	Other	3,7%

These values exactly match those found in the dashboard.





Data Quality Report

3. HubSpot vs. Expectant Mothers Dashboard

Checks from April 29, 2025

When retrieving data from the "**gcfa-upstart13.gladney_raw.hubspot_contacts**" stream, which refers to HubSpot data, we can proceed with some analyses.

1. By extracting records only for April 29, 2025, we observe a total of 34 entries, as shown in the image below. (The dataset contains 39 columns in total, but some have been hidden for better readability in the image.)

record_id	original_source	latest_traffic_source	tag	create_date	contact_status
1	Organic Search	Direct Traffic		4/29/2025	
2	Organic Search	Organic Search		4/29/2025	
3	Direct Traffic	Direct Traffic		4/29/2025	
4	Organic Search	Direct Traffic		4/29/2025	
5	Direct Traffic	Direct Traffic	Adoption.com	4/29/2025	Chat - seeking
6	Direct Traffic	Direct Traffic		4/29/2025	
7	Direct Traffic	Direct Traffic	Adoption.com	4/29/2025	Chat - other
8	Paid Search	Paid Search	Adoption.com	4/29/2025	
9	Offline Sources	Offline Sources		4/29/2025	
10	Organic Social	Organic Social		4/29/2025	
11	Paid Search	Paid Search	Adoption.com	4/29/2025	Spam
12	Direct Traffic	Direct Traffic		4/29/2025	
13	Offline Sources	Direct Traffic		4/29/2025	Spam - user
14	Paid Search	Paid Search	Adoption.com	4/29/2025	
15	Organic Search	Organic Search	Adoption.com	4/29/2025	
16	Paid Search	Paid Search	Adoption.com	4/29/2025	Spam
17	Paid Search	Direct Traffic	Adoption.com	4/29/2025	
18	Paid Search	Paid Search	Adoption.com	4/29/2025	Spam - animal
19	Organic Search	Organic Search		4/29/2025	
20	Offline Sources	Offline Sources		4/29/2025	
21	Organic Search	Organic Search		4/29/2025	
22	Organic Search	Organic Search	Adoption.com	4/29/2025	Chat - other
23	Paid Search	Paid Search	Adoption.com	4/29/2025	
24	Paid Search	Organic Search		4/29/2025	Spam - out of
25	Direct Traffic	Direct Traffic		4/29/2025	
26	Paid Search	Paid Search	Adoption.com	4/29/2025	
27	Paid Search	Paid Search	Adoption.com	4/29/2025	Chat - other
28	Organic Search	Organic Search		4/29/2025	
29	Direct Traffic	Direct Traffic		4/29/2025	
30	Offline Sources	Direct Traffic	Adoption.com	4/29/2025	
31	Paid Search	Direct Traffic	Adoption.com	4/29/2025	
32	Offline Sources	Offline Sources		4/29/2025	
33	Paid Search	Paid Search	Gladney	4/29/2025	
34	Organic Search	Organic Search	Adoption.com	4/29/2025	Chat - other

2. By filtering the "tag" column for "Adoption.com Support Form," we see the row count drop from 34 to 9.

record_id	original_source	latest_traffic_source	tag	create_date	contact_status
1	Paid Search	Paid Search	Adoption.com Support Form	4/29/2025 7:54:00	
2	Paid Search	Paid Search	Adoption.com Support Form	4/29/2025 7:52:00	Spam
3	Paid Search	Paid Search	Adoption.com Support Form	4/29/2025 10:58:00	
4	Paid Search	Paid Search	Adoption.com Support Form	4/29/2025 13:50:00	Spam
5	Paid Search	Direct Traffic	Adoption.com Support Form	4/29/2025 11:25:00	
6	Paid Search	Paid Search	Adoption.com Support Form	4/29/2025 12:10:00	Spam - animal inquiries
7	Paid Search	Paid Search	Adoption.com Support Form	4/29/2025 16:46:00	
8	Paid Search	Paid Search	Adoption.com Support Form	4/29/2025 20:20:00	
9	Offline Sources	Direct Traffic	Adoption.com Support Form	4/29/2025 18:16:00	



3. To accurately determine the Traffic Source, a new column called "Attributed Traffic Source" was created based on the following logic:
 - If the "original_source" column is exactly "Paid Search", then "Attributed Traffic Source" is set to "Paid Search".
 - If the "original_source" is **not** exactly "Paid Search", then "Attributed Traffic Source" is determined by the value in the "latest_traffic_source" column.

An example of this logic can be seen with record_id 5 and 9, where record_id 5 was assigned "Paid Search" and record_id 9 was assigned "Direct Traffic".

record_id	original_source	latest_traffic_source	Attributed Traffic Source	tag	create_date	contact_status
1	Paid Search	Paid Search	Paid Search	Adoption.com Support Form	4/29/2025 7:54:00	
2	Paid Search	Paid Search	Paid Search	Adoption.com Support Form	4/29/2025 7:52:00	Spam
3	Paid Search	Paid Search	Paid Search	Adoption.com Support Form	4/29/2025 10:58:00	
4	Paid Search	Paid Search	Paid Search	Adoption.com Support Form	4/29/2025 13:50:00	Spam
5	Paid Search	Direct Traffic	Paid Search	Adoption.com Support Form	4/29/2025 11:25:00	
6	Paid Search	Paid Search	Paid Search	Adoption.com Support Form	4/29/2025 12:10:00	Spam- animal inquiries
7	Paid Search	Paid Search	Paid Search	Adoption.com Support Form	4/29/2025 16:46:00	
8	Paid Search	Paid Search	Paid Search	Adoption.com Support Form	4/29/2025 20:20:00	
9	Offline Sources	Direct Traffic	Direct Traffic	Adoption.com Support Form	4/29/2025 8:16:00	

4. Additionally, we can observe that the "contact_status" column indicates the status of each contact: "spam", "test", "unqualified", and "restored". For the purpose of this analysis, we will consider a contact as qualified if the "contact_status" field is blank (null or empty).

record_id	original_source	latest_traffic_source	Attributed Traffic Source	tag	create_date	contact_status
1	Paid Search	Paid Search	Paid Search	Adoption.com Support Form	4/29/2025 7:54:00	
2	Paid Search	Paid Search	Paid Search	Adoption.com Support Form	4/29/2025 10:58:00	
3	Paid Search	Direct Traffic	Paid Search	Adoption.com Support Form	4/29/2025 11:25:00	
4	Paid Search	Paid Search	Paid Search	Adoption.com Support Form	4/29/2025 16:46:00	
5	Paid Search	Paid Search	Paid Search	Adoption.com Support Form	4/29/2025 20:20:00	
6	Offline Sources	Direct Traffic	Direct Traffic	Adoption.com Support Form	4/29/2025 8:16:00	

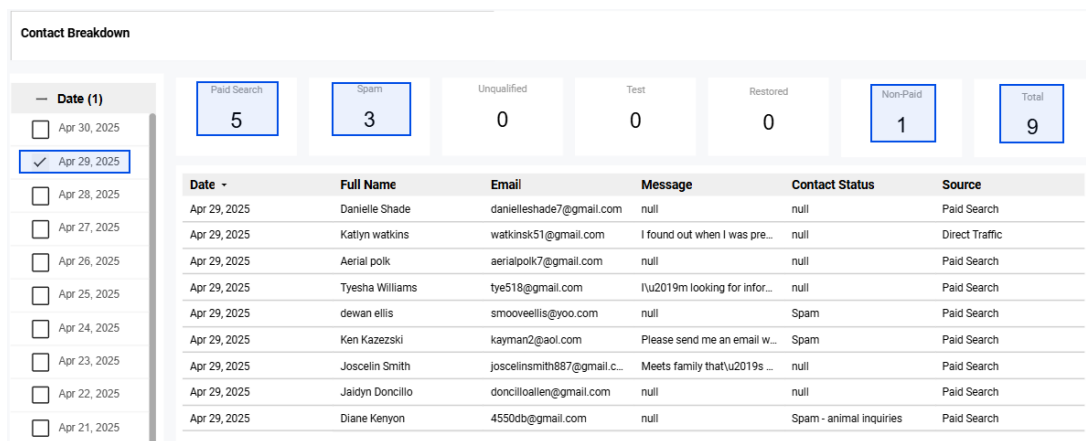
5. As shown in the image above, there are 6 qualified contacts, of which 5 are attributed to "Paid Search"—meaning they are paid contacts—and 1 contact is classified as Non-Paid.



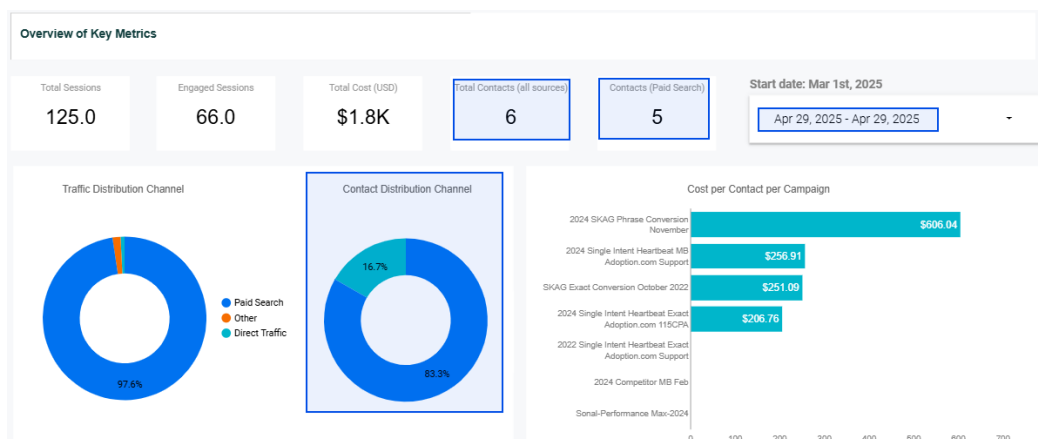
In summary, on April 29, 2025:

- 9 total contacts
 - 3 spam contacts
 - 6 qualified contacts
 - 5 Paid Search
 - 1 Non-Paid

This matches the data shown in the "Contact Breakdown" dashboard, which reports the following values:



Now, analyzing the "Overview of Key Metrics" dashboard, we observe the following results:



- Total Contacts (all sources) = 6 (which matches the data observed in HubSpot)
- Contacts (Paid Search) = 5 (which also matches the data observed in HubSpot)
- The values in the "Contact Distribution Channel" chart are also correct, as shown in the table below.

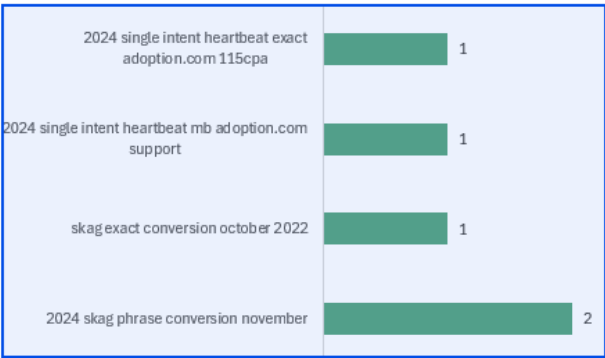
Attributed Traffic Source	Contact	%
Direct Traffic	1	16.7%
Paid Search	5	83.3%



To analyze the "Campaign Breakdown" dashboard, we will return to the HubSpot data and add the "original_source_drill_down_1" column, which contains information about the campaign each contact is associated with. Additionally, we will filter the data to include only Paid Search contacts that are not marked as Spam.

record_id	original_source_drill_down_1	original_source	latest_traffic_source	tag	create_date	contact_status
1	2024 skag phrase conversion november	Paid Search	Paid Search	Adoption.com Support Form	4/29/2025 7:54:00	
2	skag exact conversion october 2022	Paid Search	Paid Search	Adoption.com Support Form	4/29/2025 10:58:00	
3	2024 single intent heartbeat mb adoption.com support	Paid Search	Direct Traffic	Adoption.com Support Form	4/29/2025 11:25:00	
4	2024 skag phrase conversion november	Paid Search	Paid Search	Adoption.com Support Form	4/29/2025 16:46:00	
5	2024 single intent heartbeat exact adoption.com 115cpa	Paid Search	Paid Search	Adoption.com Support Form	4/29/2025 20:20:00	

By performing a distinct count for each campaign, we get the following result:



record_id	original_source_drill_down_1	Count of Contact
1	2024 skag phrase conversion november	2
2	skag exact conversion october 2022	1
3	2024 single intent heartbeat mb adoption.com support	1
4	2024 single intent heartbeat exact adoption.com 115cpa	1

These values match exactly with the figures observed in the "Campaign Breakdown" dashboard:

