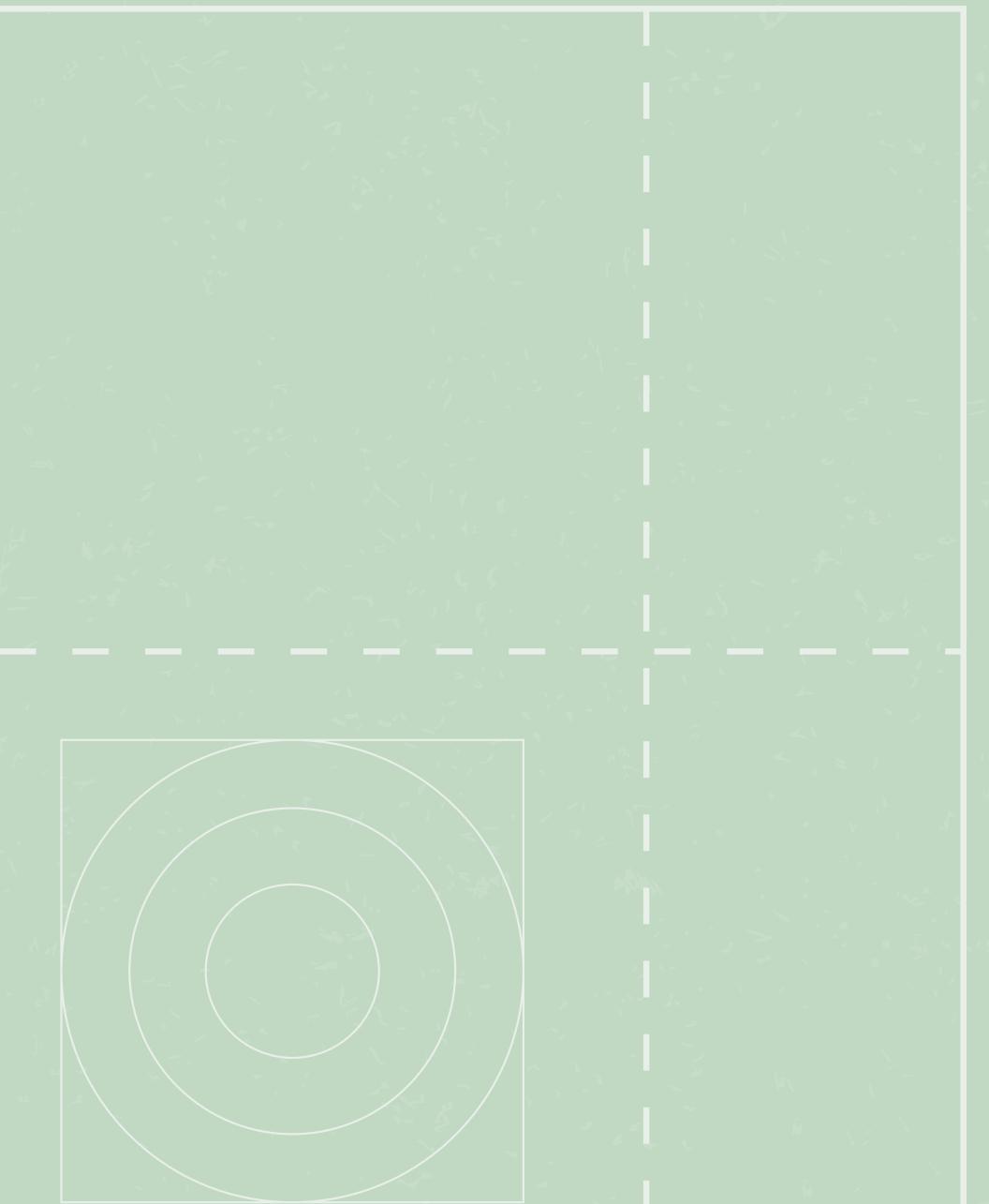


About Fullscript's Data Quality

Ensuring accurate data for better
insights

Presented by **Olu Adare**



Discovery Process Overview

01 Querying Data

Systematic examination of datasets allows for **in-depth insights** and identification of trends.

02 Isolating Anomalies

Detecting irregularities helps maintain **data integrity** and ensures accuracy in reporting.

03 Quantifying Issues

Measuring the impact of anomalies aids in **prioritizing fixes** and directing resources effectively.

Profile-level Analysis

Key Discoveries

01 Profiles Analyzed

A total of **5,780 profiles** were analyzed to assess data quality and integrity.

02 Future Identity Timestamps

41% of profiles have future identity timestamps, indicating potential data entry errors that need addressing.

03 Negative Inactivity Gaps

41% of profiles show negative inactivity gaps, which could impact user engagement and retention strategies.

Why This Matters

01 Improved Customer Retention

By ensuring accurate data, businesses can enhance **customer engagement** and loyalty through personalized experiences.

02 Effective Segmentation

Accurate data allows for better **targeting** of customer segments, leading to more tailored marketing strategies.

03 Reliable Forecasting

With trustworthy data, businesses can make informed decisions and create precise **forecasts** for future growth.

Suggested Solutions

01 Audit ETL Processes

Review and improve the ETL processes to ensure data integrity and reduce errors in data retrieval.

02 Fix Calculations

Identify and correct any calculation errors in existing datasets to provide accurate insights moving forward.

03 Add Validation Checks

Implement validation checks to ensure data quality at various stages of processing and reporting.

Event-level Analysis

Key Discoveries

01 High Discrepancy Rate

96.2% of orders show **mismatched totals**, indicating significant data integrity issues to address.

02 Low Validation Success

Only 3.8% of orders passed validation checks, highlighting the need for improved **data accuracy protocols**.

03 Impact on Operations

Inaccurate totals may lead to **revenue reporting errors**, compliance challenges, and trust erosion in data usage.

Why This Matters

01 Revenue Reporting Accuracy

Ensures that financial reports reflect true income, allowing for **informed decision-making** and strategic planning.

02 KPI Reliability

Maintains confidence in key performance indicators, enabling teams to track progress towards goals without discrepancies.

03 Audit Compliance

Supports adherence to regulatory standards, reducing the risk of penalties and enhancing **organizational trust** with stakeholders.

Suggested Solutions

01 System of Record

Understand which database is the **definitive source** for your data to ensure accuracy in reporting.

02 Historical Scope

Define the time period needed for **data analysis** to assess trends and changes effectively.

03 Report Dependencies

Identify any **interdependencies** that exist between reports to maintain consistency and reliability.