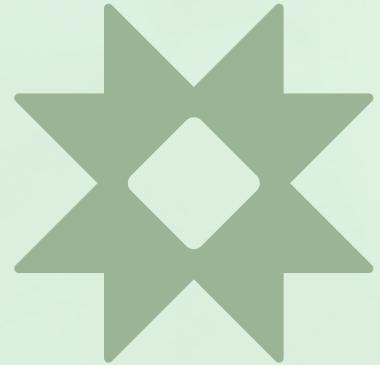
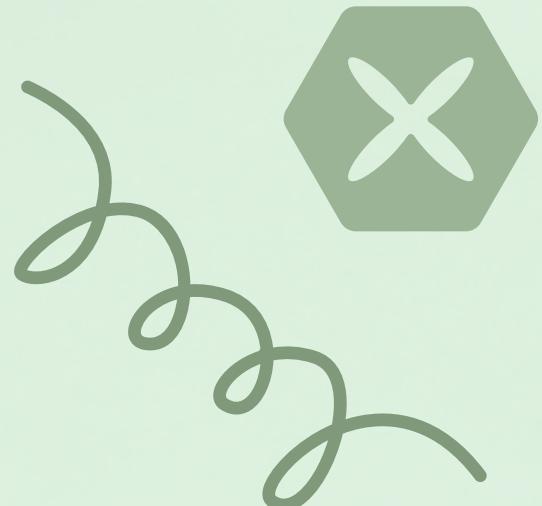


DATA QUALITY INSIGHTS



Profile-Level Assessment



PRESENTED BY OLU ADARE



Key Findings



Profiles Analyzed

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

Future Identity Timestamps

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

Negative Inactivity Gaps

Another **41%** show **negative inactivity gaps**, which can affect user engagement metrics.

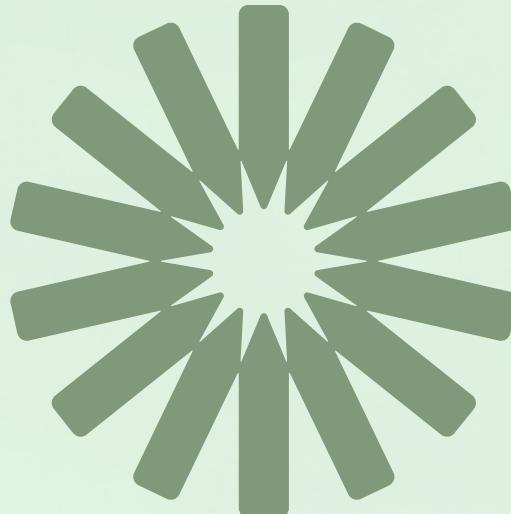
Data Anomalies Identified

The analysis revealed **various data anomalies** that could impact decision-making processes.

Quality Assessment Completed

The comprehensive quality assessment has provided **valuable insights** for further action.





Understanding the Discovery Process for Quality Assessment

Querying Data

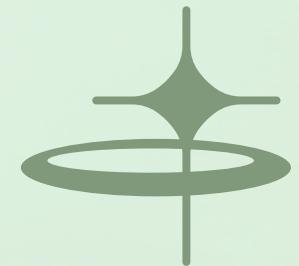
We began by gathering data from 5,780 profiles to identify patterns and trends impacting overall quality and performance metrics.

Isolating Anomalies

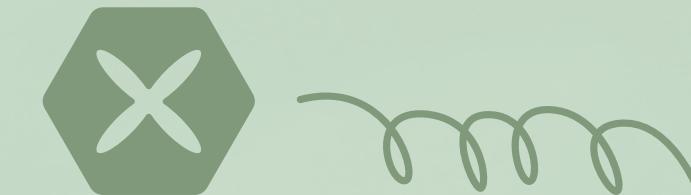
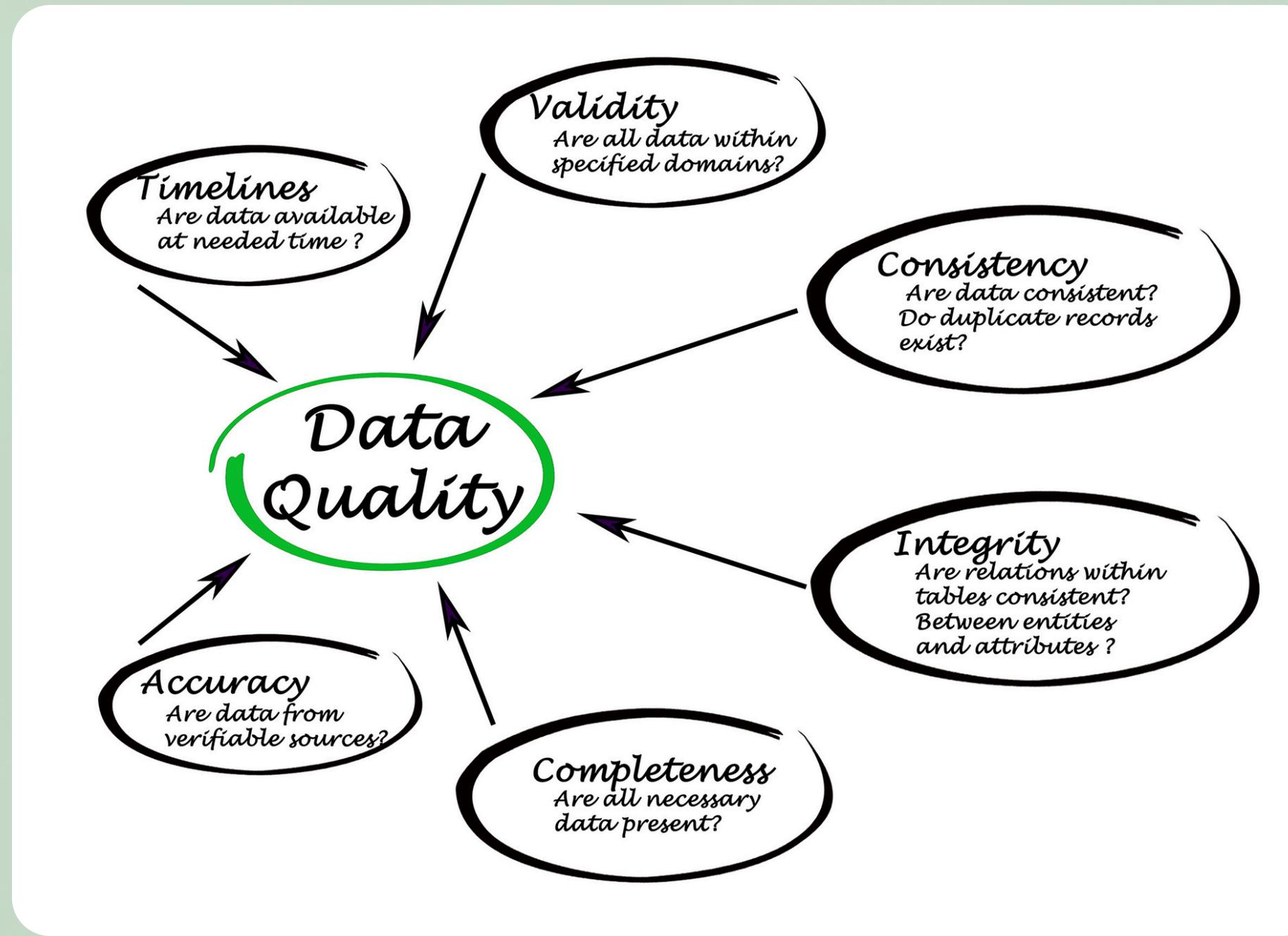
Next, we focused on identifying **irregularities** within the data, highlighting profiles with **missing information** or unexpected behaviors that may require attention.

Quantifying Issues

Finally, we quantified the extent of these issues, measuring their impact on the overall data quality to facilitate informed decision-making.



Business Impact Insights



Retention Strategies

Keeping customers engaged is vital; high data quality improves satisfaction and increases customer loyalty.

Segmentation Benefits

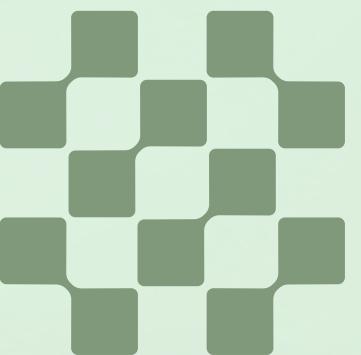
Effective segmentation relies on accurate data, allowing tailored marketing strategies to better target specific customer groups.

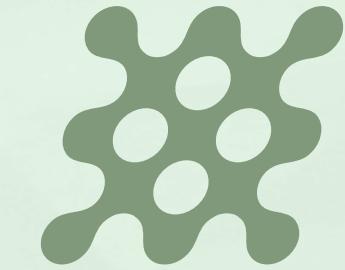


Suggested Next Steps

Actionable Recommendations for Improvement

- Audit ETL processes to ensure accuracy
- Fix calculations for better data reliability
- Add validation checks to improve quality
- Reprocess data to correct identified issues





**“Data quality is the foundation of
trust and success.”**

– Olu Adare