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| **Company** | THD |  | **Month** | April |
| **Business Group** | C&R |  | **Mu Sigma Onsite Lead** | Dhruv Pandey |
| **Customer Name** | Michael Mcrary |  | **Mu Sigma India AL** | Sangeetha P |

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| WHAT WENT WRONG? |
| ISSUE:   * The follow-up report on In-Market Audience performance was shared to the client without QC checks by the secondary owner. |

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| BUSINESS IMPACT | Low |  | Color of the deliverable: | Green |

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| WHY DID THE ISSUE HAPPEN? (5th WHY) |
| 1. There were multiple tables that will be utilized to check the performance of In-Market campaign audience. 2. Connected with respective teams before utilizing the tables to understand the logic. 3. The report was not undergone through QC checks before delivering the file. 4. The secondary owner was not informed about code changes before sharing the file. 5. Assuming the code and process was similar to as of the previous report, the report was shared with the client. |

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| WHAT WILL BE DONE TO PREVENT IT IN FUTURE? | Foundation  Bricks (EOC) | Utility | Re-flows | Business Checks | | | Others |
| How will you implement this solution? | | | | | | | | |
| I will be following proper QC checks with secondary owner before delivering the files | | | | | Owner  Vinay Sai G | Timeline  4/15/2025 | | |

Date of discussion

AL Signature

**INSTRUCTIONS**

The µRCA is a systematic approach to get to the true cause of the problem, eliminate the cause and prevent the problem from recurring. Problems often get masked for a variety of reasons, so it is important to get to the critical element of failure and design the preventive measure while discussing the solution. The µRCA should be created and shared as soon as the error is notified by the business. The first draft of the µRCA should be filled out by Mu Sigma and clients can propose edits which must be captured. The purpose of each section and instructions on how to fill is described below:

**WHAT WENT WRONG?**

Mu Sigma is committed to delivering high quality work on time. Any Mu Sigma activity or task that did not meet expectations with respect to quality and timeliness can be captured here. Typical issues mentioned here include deliverable quality, analysis accuracy and delays in project execution.

**WHAT WAS THE IMPACT?**

It is important to identify the right level of impact to the client and the engagement. The direct or potential impact to the customer should be highlighted here. High business impacts are like delay in consumption, risk of losing X dollar etc.

**WHY DID THE ISSUE HAPPEN?**

Use the 5 WHY framework to troubleshoot the issue and obtain the most actionable root cause (called the 5th WHY). The 5th WHY here could be any behavior related to people, process, material, environment etc. or a combination of all. Typical behaviors would include no data checks, no process flow, no understanding of business numbers, no alerts/ask for help in case of unusual situations etc. The framework is as below –

1st WHY?

2nd WHY?

3rd WHY?

4th WHY?

5th WHY?

**WHAT WILL BE DONE TO PREVENT IT IN FUTURE?**

Any activity that will be performed on erred deliverable should be captured here. The owner, timeline and the action plan to complete those activities should also be part of this section. Typical activities would be around

* Training of team on certain topics
* Automation of the task
* Redesigning of the process
* Building modular and custom utilities
* Adoption of EOC foundation bricks (e.g. QC / EDA / Regression / Classification / Panel regression / data engineering bricks)

Detailed mitigation plans should be captured under the *“How will you implement this solution?”* section along with the owner and deadline.