

Gonzo Data Warehouse

POOR CUSTOMER SATISFACTION - CUSTOMER ISSUES CAUSED BY POOR QUALITY IN THE DATA, MODELS, ETC. LOOK AT THE DATA WAREHOUSE AND WHY ARE WE PROVIDING A POOR SERVICE



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jamie lu

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There is poor customer satisfaction in the Gonzo Data Warehouse. The customers’ issues are caused by the poor quality in data, models, etc. With this, I would think that by looking at the current Metadata Strategy the business has, we would be able to see the possible problem areas and start picking off what works and what does not work.

It is possible that there is no set operational structure set across all locations.

It is possible that the models directed at the wrong outcomes. It is misaligned with what the customer needs. The data collected is not relevant or useful for the customer. There could have been a shift in what the customer needs wherein the data warehouse was not able to adapt. This means that what could have worked before is not working now, or the business could’ve done a top down approach in the beginning which made it hard for them to have a clear plan of action in their data warehouse.

It is possible that there is poor or no metadata management structure in place. Metadata is very important in the data warehouse. Metadata is basically the map to the data. If this is true, it will be very hard for customers to retrieve the data they need. The data warehouse is useless if the data consumer cannot retrieve data. We must audit and check if the customers are able to retrieve data and if so, is it the data they need.

It is possible that there is no standardization, no universal structure to follow.

It is possible that there is no clear business glossary. Without this, there is no common business vocabulary, no accountability for the terms and definitions used. There is no shared exchange or common understanding. There is no collaboration around the business data which is resulting in a focused entry point. This can cause frustration and stress to the customer because they would be having trouble understanding.

It is possible that the customer is not able to see the data that is relevant to them. The data collected could be too much or too little. We must make sure that the data collected is related to what the business needs. We must sift through the data that we have and check its relevance to the business and to the customers. Why are we collecting this data?

It is possible that the fields to the data is missing some information or fields. There could be fields that should be mandatory, or fields that are misinterpreted. There could be a fragmentation of information systems which can cause report duplication.

It is possible that some fields and data are not connected properly. Therefore, having some issues with data cohesion and comprehension. We must look at how the data is structured. There could be inadequate use of primary, foreign, surrogate keys. There could be some poor naming standards.

It is possible that there are some issues with the quality of the data being collected. To check this, we must check the sources of these data, check in with how the data was collected. Maybe the accuracy of the data must be checked.

It possible that there could be some operational issues which means that the construction, administration, and the quality control need to be checked.

It is possible that there is some human error in the implementation of the data warehouse, so we have to check in with the different people involved and see how they are performing.

Possible Solutions:

Meet up with customer to get feedback and see what they need right now.

Develop a better strategy based off the feedback collected from the customer.

Create a new set of goals that will help the organization achieve great customer satisfaction.

Data standardization

Referential integrity with the data

We must have a proactive way of checking data quality. I have found this source which is a good idea in ensuring data quality in the data warehouse. They have 7 simple rules to do this. It might be good to establish the business’ own set of rules in ensuring data quality, this way it is molded to fit the needs of the business and its customers. (Clearbrain Team, 2017) We can also include data quality in training.

# References

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