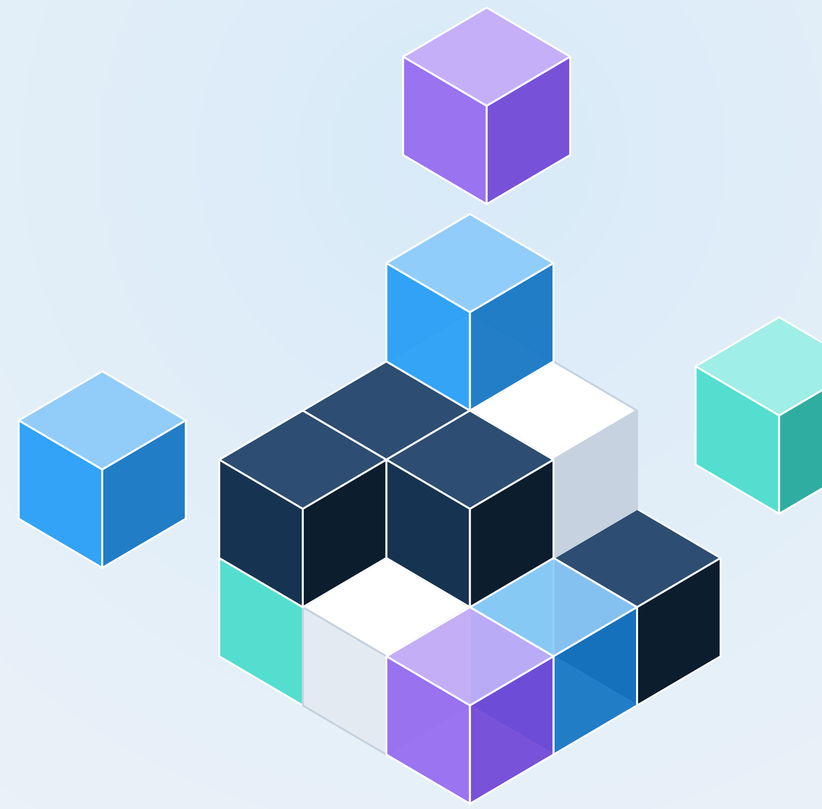
DIGITAL OPERATIONS

Data Quality in Operations



Data quality describes whether operational data is fit for use: accurate, complete, timely and consistent enough to plan, execute and improve with confidence.

01 THE CORE MODEL

DIAGNOSTIC DASHBOARD · FOUR DIMENSIONS

01 E.G. RECORD ACCURACY

Accuracy

Values match reality: stock in the system equals stock on the shelf.

02 E.G. FILLED FIELDS

Completeness

Required fields are filled: no item without a routing or weight.

03 E.G. BOOKING DELAY

Timeliness

Data is there when needed: bookings made within the shift.

04 E.G. MATCHING KEYS

Consistency

The same value across systems: one part number, one unit.

Data owner

A named person accountable for the quality of a data object.

Data quality rule

A testable condition, such as "every item has a weight".

Root cause

Most bad data starts in a process step, not in IT.

02 FIXING DATA

Clean data at the source; cleansing afterwards only treats symptoms.

CLEANSE — PREVENT

CLEANSING CAMPAIGNS

- Large one-off cleanups
- Errors return within months
- IT blamed for business data

PREVENTION AT THE SOURCE

+ Required fields and checks at entry
+ Owners review data quality KPIs
+ Errors traced to process steps

03 WORKED EXAMPLE

MRP SHORTAGES IN A PLANT · ILLUSTRATIVE

SYMPTOM
Shortages
despite stock in ERP

→

CHECK
Cycle counts
records inaccurate

→

CAUSE
Scrap not booked
at two stations

→

FIX
Scan at the station
booked in real time

04 MANAGEMENT TAKEAWAYS

01

Measure a few data KPIs

Track record accuracy and completeness for key objects.

02

Name data owners

Business, not IT, owns master and transaction data.

03

Fix the process step

Find where bad data enters and change that step.

05 COMMON MISTAKE

LIMITATION

Expecting software to fix it

New systems import old errors. Without process changes, data quality stays the same.