# Data Quality

The first step in building a data driven process

# Tonight's Agenda

1

Case Study-How quality linked source data impacts performance and translates into growth.

2

What's the buzz about **BIG** data quality and how might it impact your business?

3

Discussion: How managing your data will help you manage YOUR business.

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# Our Mission

Helping businesses understand, analyze and manage their data to identify and retain their best customers, employees and vendors.

# Case Study



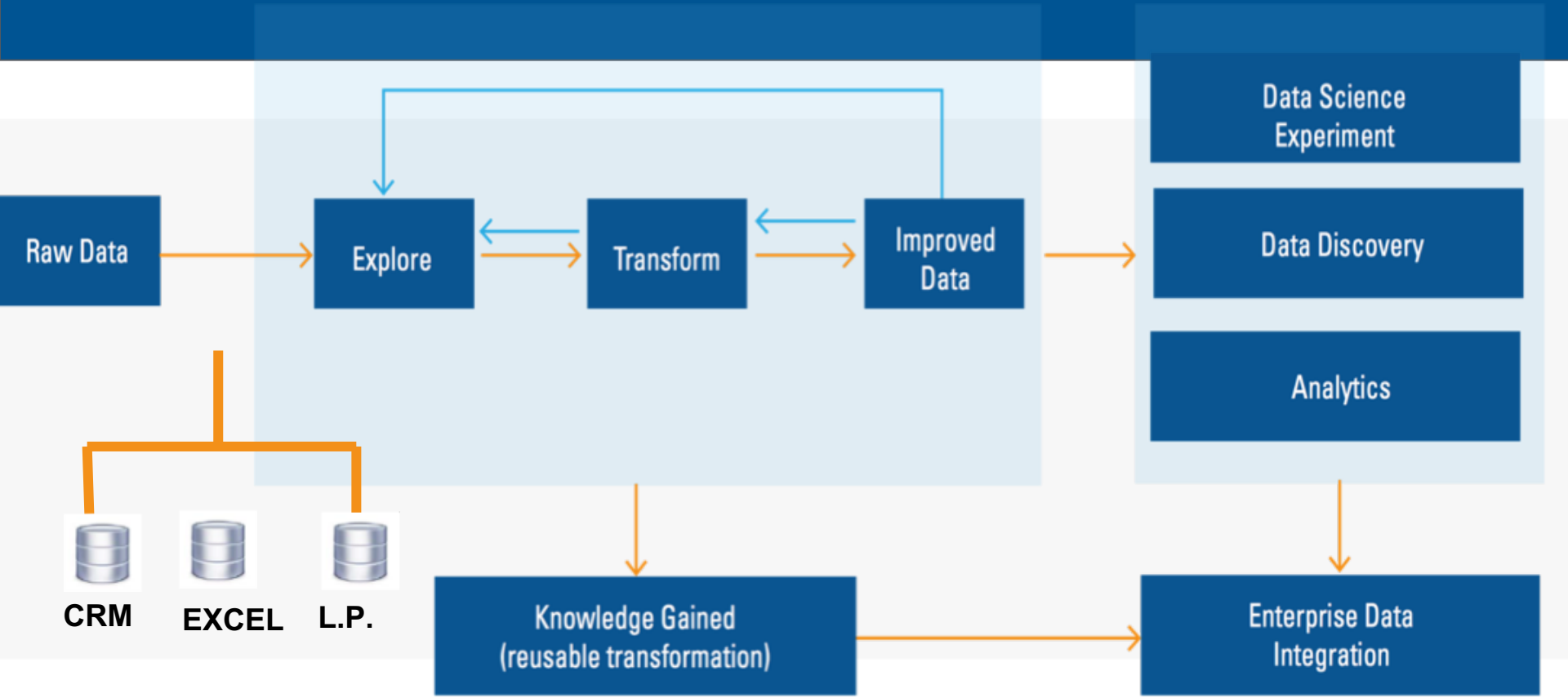
## Current State

**Client A** had a portfolio that was managed by an outside payment processing firm.

## Challenge

Due to data quality issues, **Client A** was challenged to truly understand the ongoing performance of their portfolio.

# Our Process

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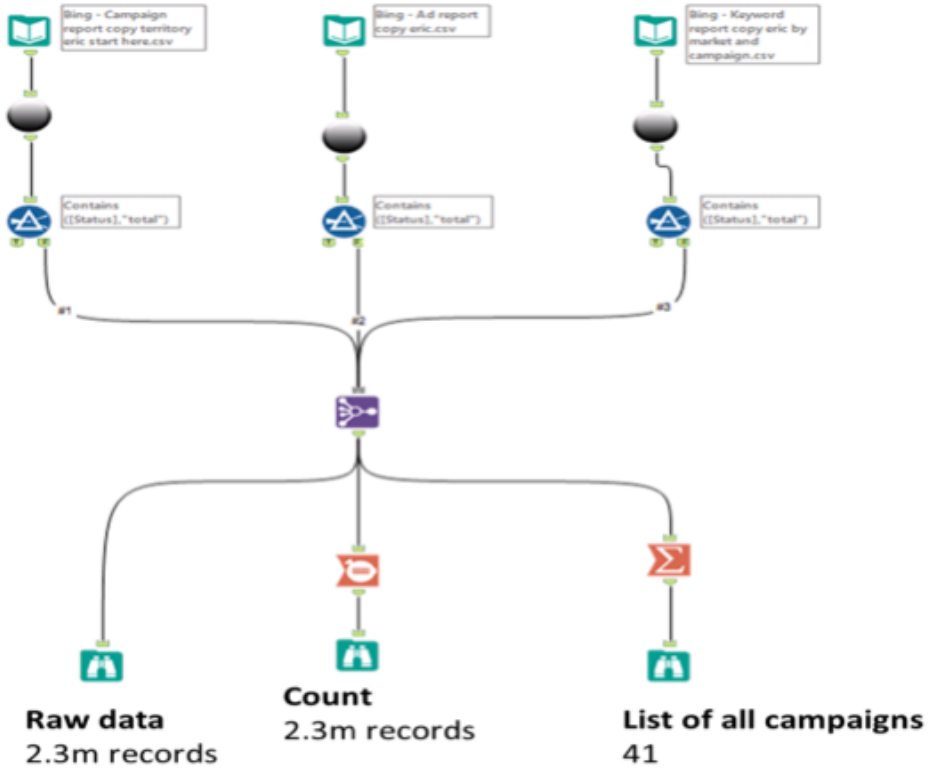
# Assessment: Data Quality

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# What we did

- Brought in 15 years of the data from each silo- Microsoft Dynamics, Excel and internal/ external loan processing data.
- Completed an exhaustive analysis of data points across all files.  Identified anomalies, inconsistencies and gaps in the data quality or actual reporting.
- Created a 5 year amortization table for portfolio performance over time.

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# What we discovered: Ouch!

**New**

| 2013 | 2014 | 2015 |
|---|---|---|
| 368 | 458 | 532 |
| $3,108,367 | $3,941,102 | $4,843,192 |

**Delinquent**

| 2013 | 2014 | 2015 |
|---|---|---|
| 106 | 156 | 245 |
| $431,752 | $448,398 | Increased 180% from 2013 |

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# Implications of having POOR data quality for this client

- Lacked of transparency into individual and portfolio performance over time
- Significant impact on risk mitigation within their portfolio
- Challenged to manage partner/vendor/ relationships more effectively

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# Outcome: Enabled Insight & Action

- Single view of the loan/account record across all touch points
- *Insight into  portfolio performance over time*
- Opportunity to decide upon and incorporate key metrics and clean consistent loan record and history into new processes under development.
- *Ability to manage vendor, partner, borrower relationships across the organization*

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# Recommendations

If statistical modeling is a business goal, develop and implement a set of data gathering best practices.

- Include:
- Operational definitions for each variable or data field being populated
- Use of continuous measurements unless the variable is nominal or naturally binary

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# Recommendations

Consider Operationalizing:

- Weekly data review process
- Adjust best practices based on consensus learning
- Implement a proactive loan servicing practice that encourages and documents frequent conversations between Client A: and its borrowers. This process should be established prior to the initial disbursement of funds and be accompanied with a clear understanding that frequent communication is part of the contract between Client A and its borrowers

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# Other uses for newly created insight

| | Business Admin & Infrastructure | Sales and Channel Management | Partner and Affiliated Party Management | Product Management |
|---|---|---|---|---|
| **Direct: Strategy and Planning** | **Business strategy-supporting growth in 2017** | **Growth Strategy design** | **Partner relationship strategy** | **Product portfolio strategy** |
| **Control- Manage Audit and Handle Exceptions** | **Procurement and Partner Management** | **Segment/Account Management** | **Channel management** | **Product pricing** |
| **Execute** | **Training/Knowledge Management** | **Sales Generation and Compensation** | **Reporting and Account Management** | **Mkt. assessment** |

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# Big Data Buzz

# What's all this Buzz about Big Data?



# What is Big Data

Big Data is the massive amount of information businesses collect from online and offline sources….structured and unstructured data.



Website



Documents



Mobile



CRM



Call Center



ERP/SAAS Software



Social Media



IOT

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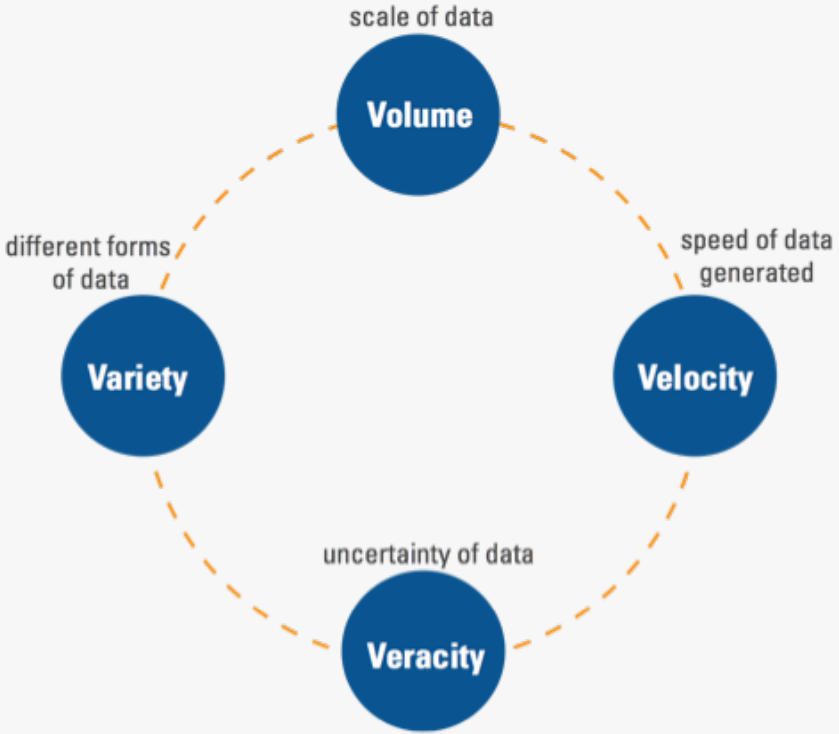
# Data generated by companies is expected to grow 800% over the next 5 years, with 80% of that data in unstructured form

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# Communication is in the hands and minds of the buyer

**By the time a client/partner/ prospect engages you, they are 60% of the way to a decision to BUY!**

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# The Solution

Managing your data can help you manage your business

# Caution: Common issues with analytics projects




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# Questions? Discussion?

What's your best takeaway from tonight's presentation?

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