



PERCEPTION VERSUS REALITY: DATA QUALITY IN THE DIGITAL AGE

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Introduction

The exponential growth of E business, Social media, and M commerce generating a huge challenge and an opportunity among the Organizations in the current scenario. The volume of data collected through all the activities of these new generation commerce is very high. Therefore the proper extraction and the value derived from this data provides the immense sources for business who are capable to dig out the greatest value from their data will garner the highest rewards, potentially leaving others in their dark unlocking the potential data a clear cut strategy with clear strategy is needed .

The contribution requires the participation of every employee to contribute the data and the consumption of data with set of framed rule. this is must to maintain the quality of data for the future of their own organization and to work as responsible employee of this process so that the statement like “its is their problem I m not from IT “can wave of from employees mindset, which is the root cause of generation of low level of data quality in organization. This false sense of security pointing towards others is a serious concern.

The pervasiveness of information technology employees in the organization to safe guard the data of everybody in all respects should be cloned as far as data quality is concerned it was a seen few years back but not knows. When the, IT personnel’s were responsible for the. All the Information technology works staring from the data entry, programming, maintenance of hardware and even procurement of IT components their speed, capacity, and binary processes.

As the data quality management (DQM) is the acquisition of data from the various sources for the processing towards the benefits of organizational advancements for business prospective. Effective Distribution of this data and managerial oversight is the key issue in the digital age, while the digital age has been successful in prompting innovation far and wide; it has also facilitated what is referred to as the “data crisis” of the digital age–low-quality data. In our data-driven era, the ability of a company or organization to successfully acquire, retain, and communicate with customers depends entirely on the quality of data.

Insight barrier action

perpetual optimism about the data quality among the employees, staff and companies is the real cause of moving or having low quality data in the organization, until and unless the Companies come out with the inertia prevailing to improve the data quality if this cannot be removed all the efforts put by the others members, there will be no use of them. This should be taken as a key agenda instead of a regular practice agenda. Poor responsiveness in this regards will help in low quality like duplication, redundant, inaccuracy, incomplete data .this will reflect through the intentions and actions of persons. Various types of data like financial and strategically data is not taken seriously for this purpose and its value is being ignored. Only few organization who are investing seriously take care of the cognizance of this move in positive way and deploy the right technology and stay invested even thou h the process is over just to realize that there is a gap between strategy adopted and results received in

data quality management. Process continues till ROI is received.

Inherent data quality is when data accurately reproduces the information about the real-world entity which it represents. When the data achieves that, and only at that stage, can other challenges is successfully overcome

Return on investment

The biggest data challenges today are “data quality to be a largely technical problem with largely technical solutions” it is costly affair. But it is not like that the roe the continuing necessity to persuade management of the necessity of data quality, and to prove return on investment on something that’s intrinsically and obviously advantageous to any company, is shown in the survey’s results. A link to be established with ROI and data quality, the software deploy at the operation level should able to indicate the link between ROI and data quality. The ROI can be increase when proper care should be taken by the users. Perceived challenges about “ensuring data is up-to-date and accurate.” Will help in increasing ROI.

Data a critical resource

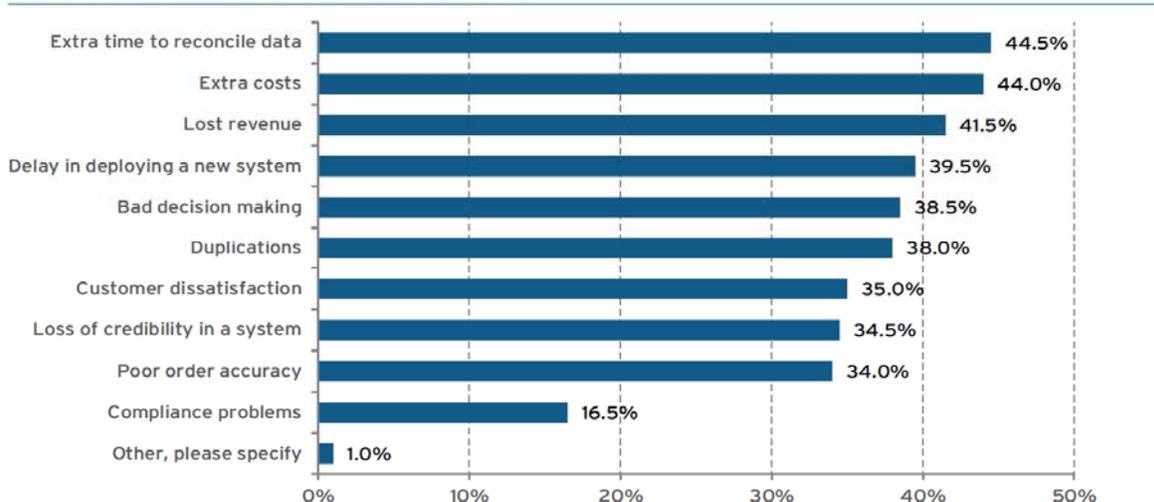
In a simple way it is the process to eliminate redundancies at the same time to minimize the inaccuracies in data base .It may be like anything from a name to home address, personal data, official data .neglecting the error in the database creates the wastage of resources of the organization, nobody want this situation in the current era if the companies wants to become successful in a long run, that exactly come s the quality of data terms in the organization. The

Data explosion in the era due to internet and social media is throwing the organization to be data centric, the decision are derived from complex analysis to know the market trends, consumer behavior, operation streamlines, increase customer experience. Therefore the DQM prepares the association to face the challenges in the digital era where niche to niche competition is prevailing to attract the customer, company’s don’t want to lose any opportunity when its appear. Effective DQM is considered as the key to reliable data analysis.

Impact of Poor quality

Poor quality of data can lead to the failure of all the new initiatives taken with regards to technology, market expansion. As per the (www.download101.com) the American business industry making loss of 600\$ billion every year. The main course of DQM is to increase the ROI in the business where data dependency is there. DQM is not restricted to the Information technology department it ranges from manufacturing, production, supply chain management, logistics, inventory, marketing, sales and distribution management to customer relationship management the various task can be fulfilled by efficient data. The efficient benefits of DQM will have a undulation impact on group’s overall performance. The importance of data should be well known in the industry. The poor quality has an adverse on marketing camp again, knowing the customers, sales lead and its prospectus and after all inaccurate decisions making which increases the intangible cost. As per the (www.datanami.com) the various problem caused by the poor data quality are shown in fig.

Figure 10: Problems Caused by Poor Data Quality



Source: 451 groups

The biggest problem faced by the organization these days is to tackle the data quality in the data driven organization. Data captured by the various sources is amigios and dirty in terms of decision making, such types of data simply contribute the population of database volume and create the problem for further use. To handle this serious problem which affects day to day decision making is to give responsibility to a line of business people to have their own data preparation.

Fundamental requirement of DQM There are few basic essentials of the quality management starting from the person/ team who implement it, the program manager, the person who brings the change and the data analyst. The role of this team is to communicate the vision behind the data quality, its scope, budget, clarity and quality issues, visualization and theory about DQ should be communicated to every team members, even though we are living in a digital age the human oversight and process implementation is not absolute . once the theoretical aspect is communicated the data quality rules and regulation should be framed with the help of data

profiling because the rules only decides the frame work of model development and the trends of analytics. Once this is done the reporting structure comes in the picture, which helps in data quality exceptions and data quality patterns can be identified. The data capture through the different models is tested on specific characteristics and after successful it is being applied in business intelligence to know the actual behavior in real time. Data reporting and profiling are the key component of DQM in real time. After this the root cause is identified regarding the origin of defective data and its place, so that it should not be occurred in future and documentation should be done for final data and reviewed again. The data quality metrics are formed to know the overall health status of organization. The key behind this metrics should follow the ACID properties of database, starting from Accuracy, Completeness, Isolation and Durability. There are various sources of data which produces poor data in the organization. Starting from the manual entry, data conversation, system up gradation like that Sources of Low-Quality Data

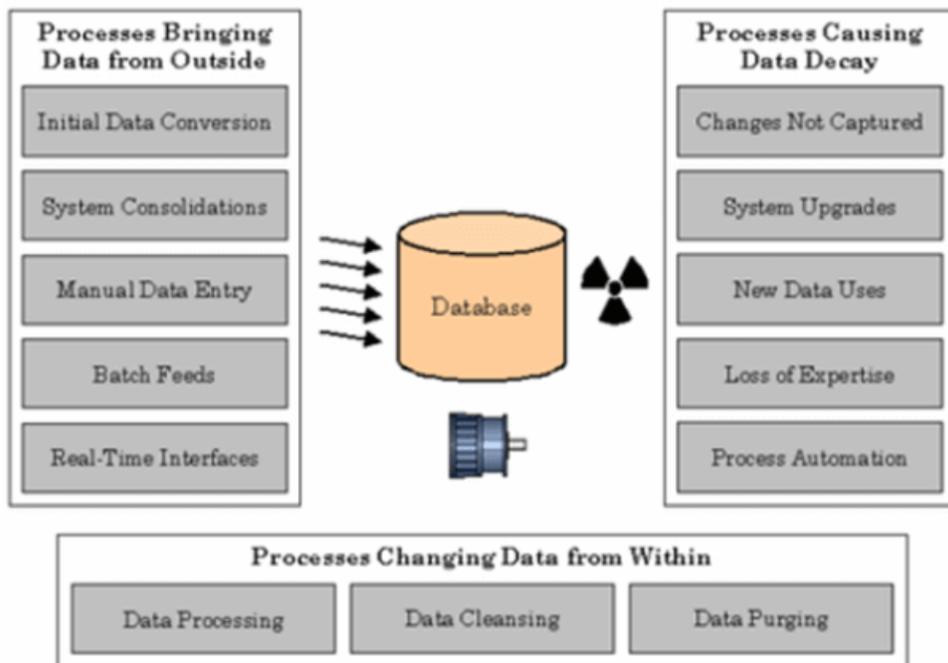


Image source: TechTarget

We’ve just gone through how to clean data that may not be accurate. However, as the saying goes, an ounce of prevention is worth a pound of cure. With that in mind, here are some of the origins of low-quality data, so that you can be mindful about keeping your records accurate as time goes on. Remember: keeping your data

high-quality isn’t a one time job. It’s a continual process that never ends.

Data quality management is a crucial process for keeping your organization competitive in today’s digital marketplace. While it may seem to be a real pain to maintain high-quality data, consider that other companies also feel like data quality management is a huge hassle. So if your company is the one who takes the pains to make

your data sound, you'll automatically gain a competitive advantage in your market. As the saying goes, "if it were easy, everyone would be doing it."

Conclusion

Today, many organizations still face huge challenges in terms of managing data. Practical operational problems like keeping data up-to-date and accurate, making sure it is secure, well managed, and compliant remain the primary concerns for these businesses. For these organizations, successful handling of such problematic data issues would bring the desired benefits of improved operational efficiency and revenue opportunities, reduced costs, and the resulting greater customer satisfaction.

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