

LAUNCHING A DATA QUALITY PROGRAM

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INTRODUCTION

Purpose and Scope

Roles and Responsibilities

Steering Committee

Return on Investment – KPI's – OKR's

Questions



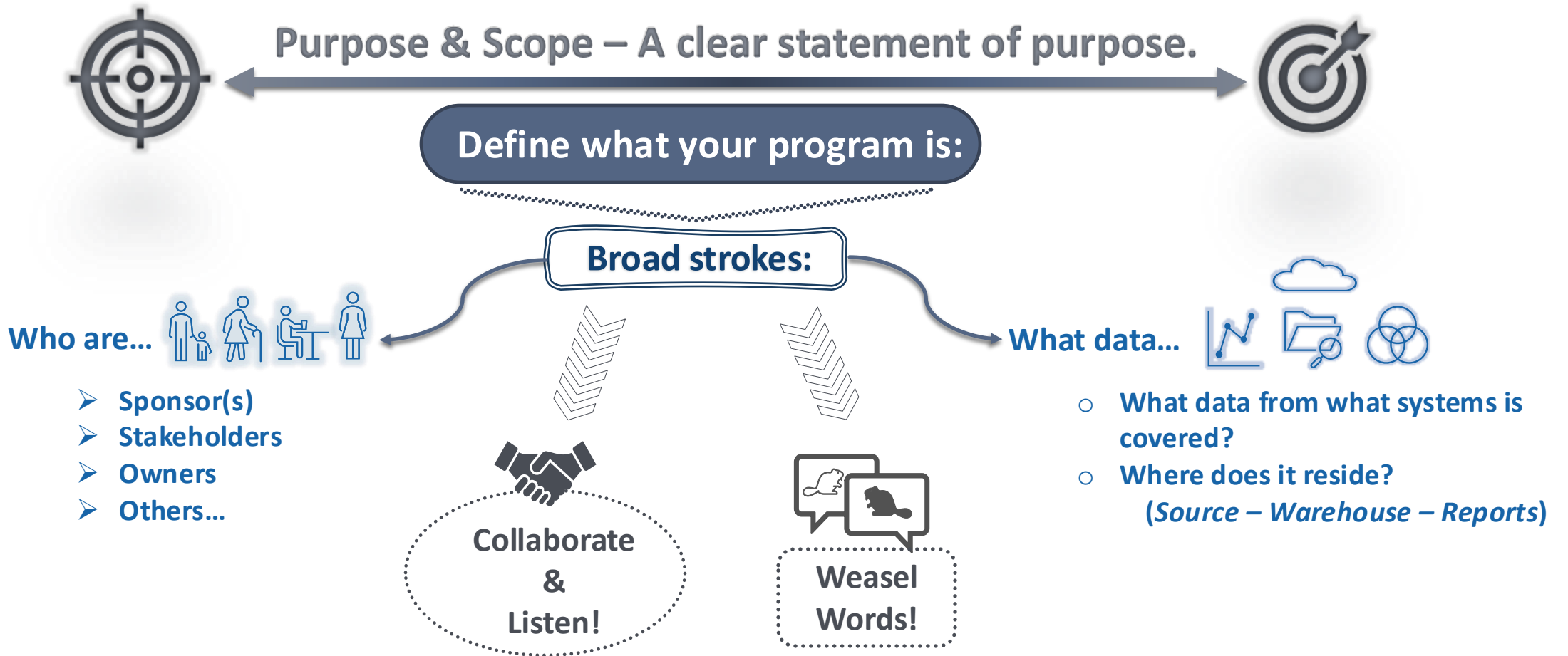
Key Charter Components:

- **Purpose & Scope:** What are the goals and activities covered by the program?
- **Roles & Responsibilities:** Who's doing what in the program?
- **Process:** How do we achieve results?
- **Metrics:** How do we show results are being achieved?
- **Audit:** How do we prove the right people are doing the right activities at the right time?



Showing Return on Investment (ROI) – Two Examples:

- ❖ **Operational Efficiency, in terms of Staff FTE:** ROI by way of time savings
- ❖ **Decision Accuracy & Risk:** ROI by way of making the correct decision instead of an incorrect one



Roles and Responsibilities in a Program

- ▲ **Program Sponsor:** The executive who is directly championing, supporting, and providing resources to your program.
- ▲ **Data Quality Program Manager:** The person in charge of designing the program and ensuring it's operation. Often the person tasked with Data Quality, but note, the program manager has no role that directly improves quality!
- ▲ **Data Stewards:** Folks with keen knowledge on the data in question.
- ▲ **Data Owners:** The person(s) who have the ultimate accountability for this data at the organization.
- ▲ **Data Custodians:** The folks who are at the front-line following the processes that lead to the creation of data at the organization.
- ▲ **Audit:** The folks proving that processes and procedures are followed.

»»» ...And well...*Everyone* – Everyone who has a relationship to the data! «««



What is a Steering Committee?

A Steering Committee reviews and sets priorities for the program. They will often present the Data Quality program with a business challenge that is impacted by Data Quality. This will help you identify future Critical Data Elements that are of high-priority.

Roles in a Steering Committee:

Stakeholder Roles: Higher Level Executives that have a drive to improve their line-of-business or help align data quality to the business strategy.

Members-at-Large: Anyone in the organization using critical data, a champion and chief beneficiary of the data quality program.



Steering Committee Commitments



Responsibilities:

- >> Attend Meetings
- >> Review Communications
- >> Set overall Direction and provide resources to the program as needed. (Either in Staff Time or Money)

Meetings:

>> Steering Committee meetings should have a standing agenda and happen with a defined periodicity.

- e.g.:*
- 1) Review existing progress
 - 2) Discuss new quality issues
 - 3) Outstanding action items
 - 4) Adjourn – Meets Quarterly

>> **This Depends on your Local Culture!!! <<**

Progress Reports:

- >> Reports to the committee that show the overall change or improvement in Data Quality as a result of the program.
- >> Any KPI's or OKR's designed for the program would be discussed here.

SHOWING & DESCRIBING RETURN ON INVESTMENT (ROI)



Operational Efficiency

❖ Staff Effort When Working with Low Quality Data

- *Time to Detection*: The amount of time it takes for teams to identify a quality issue.
- *Time to Resolution*: The amount of time for teams to resolve or work-around issues.
- *Downtime Cost*: The amount of time spent as a result of data quality issues.



Decision Accuracy

❖ Quality Impacts

- The right decision at the right time (*accuracy*)
- The wrong decision at the wrong time (*risk*)



Data Quality KPI's & OKR's



Key Performance Indicators (KPI's)

- Show us that we're making progress towards a strategic goal.
- Tied directly to a goal.

Observations & Key Results (OKR's)

- Sometimes used instead of KPI's, sometimes used together.
- These are observations we associate with a successful endeavor.

EXAMPLES

- Total # of rows fixed this quarter (KPI) (Example Weasel Word Name: Data Quality Improvement #)
 - A good basic measure that shows improvement.
- Estimated Revenue Saved (KPI) (Example Weasel Word Name: Program Value)
 - We know the cost of an error, we've fixed X errors, we can estimate the value of our effort.
- Customer Feedback Improvement (OKR) (Example Weasel Word Name: Customer Success)
 - An observation that would be related to our ability to better track our customers. We implement data quality, we observe happier customers.

These are great things to track for our program overall.

EXAMPLES

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The background of the slide is a light blue-grey color with several faint, white-outlined illustrations of butterflies in various poses, scattered across the frame.

QUESTIONS?