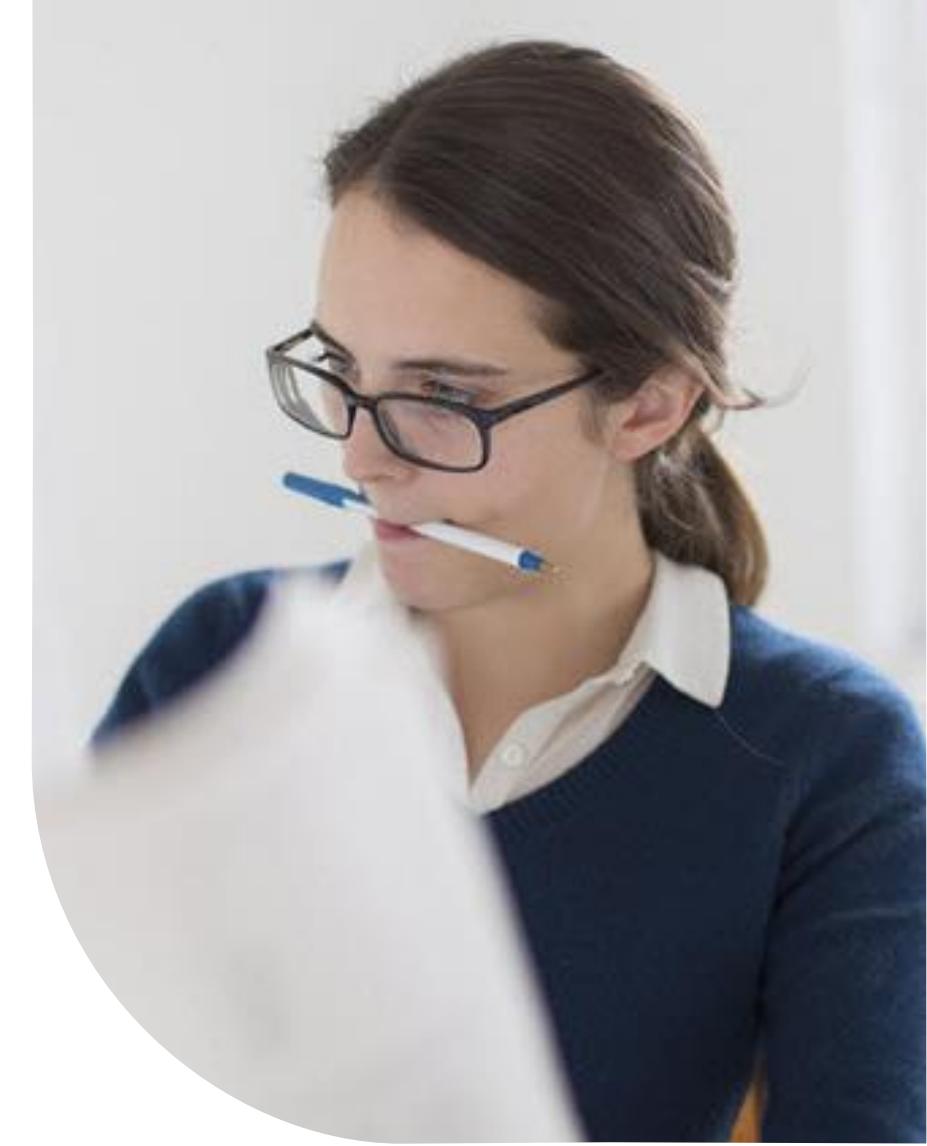


How ready is my data ?

How to undertake a data Discovery and data Management project ?

15th of March 2018



An ongoing challenge...



What does poor data quality means ?

UN-NECESSARY customer attrition

POOR collections rates

WASTED operational and marketing costs

POOR quality decisioning

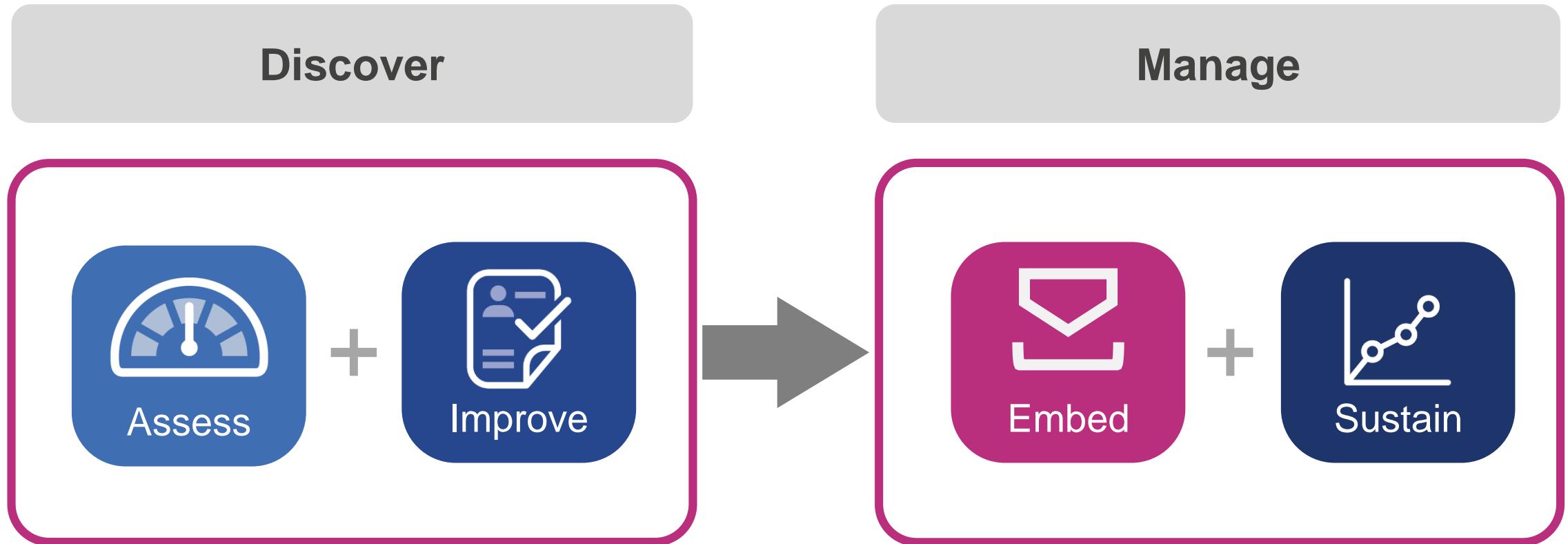
POOR customer experience and damage to reputation

Estimated
**AVERAGE COST
TO BUSINESSES**
of poor data quality

5.9%
of revenue

(Source: UK Royal Mail Data Services, 2017)

Where to start ?



First steps

Discover



Assess

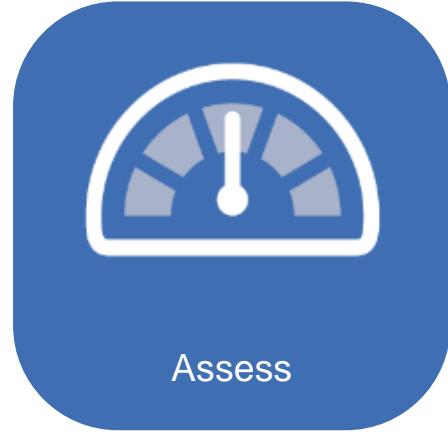


Improve

Analyze **general data**, create a **data assessment environment** to measure **poor data quality related to Business needs**

Implement a '**data fix**' to address identified inaccuracies
Provide recommendations on maintaining **ongoing data quality**

UNDERSTAND your data



Preparation and Profiling

- **Catalogue** existing data in one repository
- **Profile** data to determine
 - Uniqueness
 - Formats
 - Maximum / minimum values
 - ...
- **Understand** potential for errors and misinformation
- **Empower Business Users**

IMPROVE your data thanks to the assessment

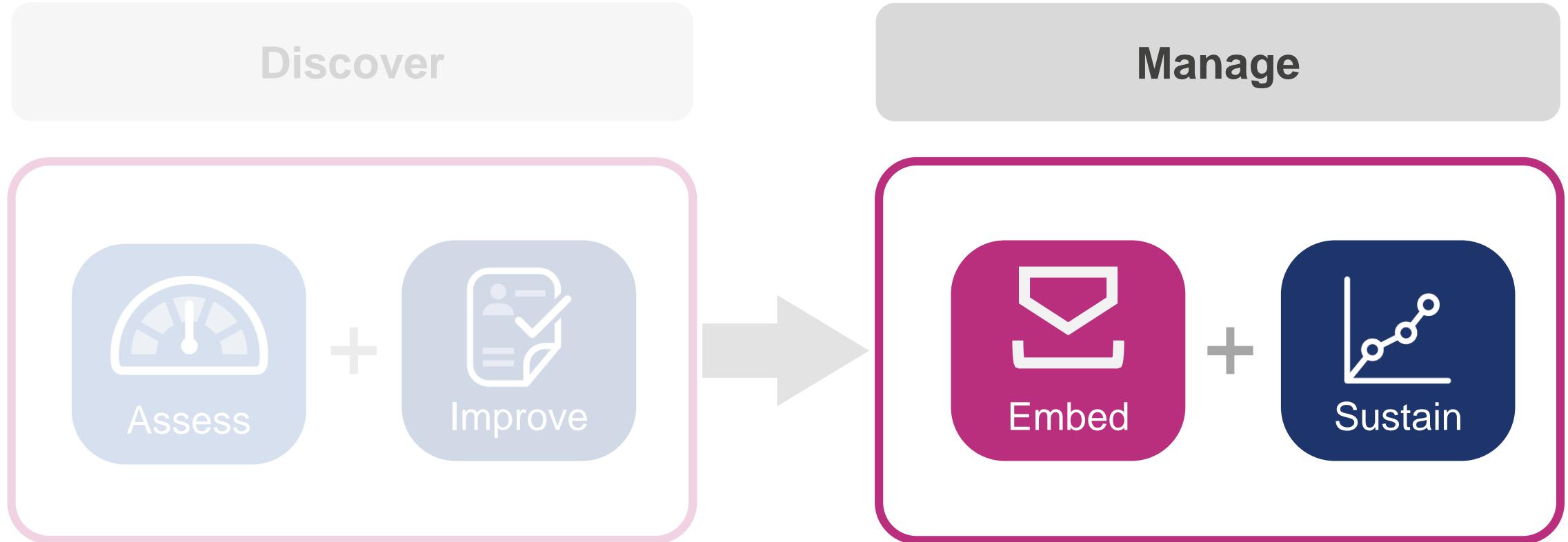


Improve

Once we know the pains

- Improve the erroneous data
 - Cleanse
 - Consolidate
 - Standardize
- Prototype dedicated transformation rules
- Use reference data for help

Second and Final step

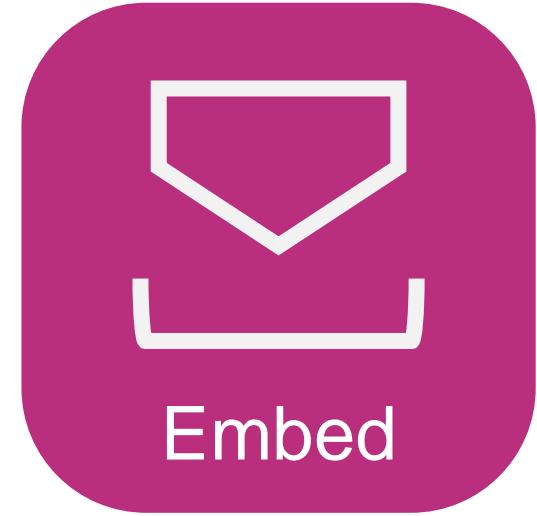


VERIFY data during all capture processes

Deploy **real time data verification systems or principals** to ensure data accuracy at point of capture



- Customer website
- Self-serve portal
- Call centre
- Automated telephone services etc.

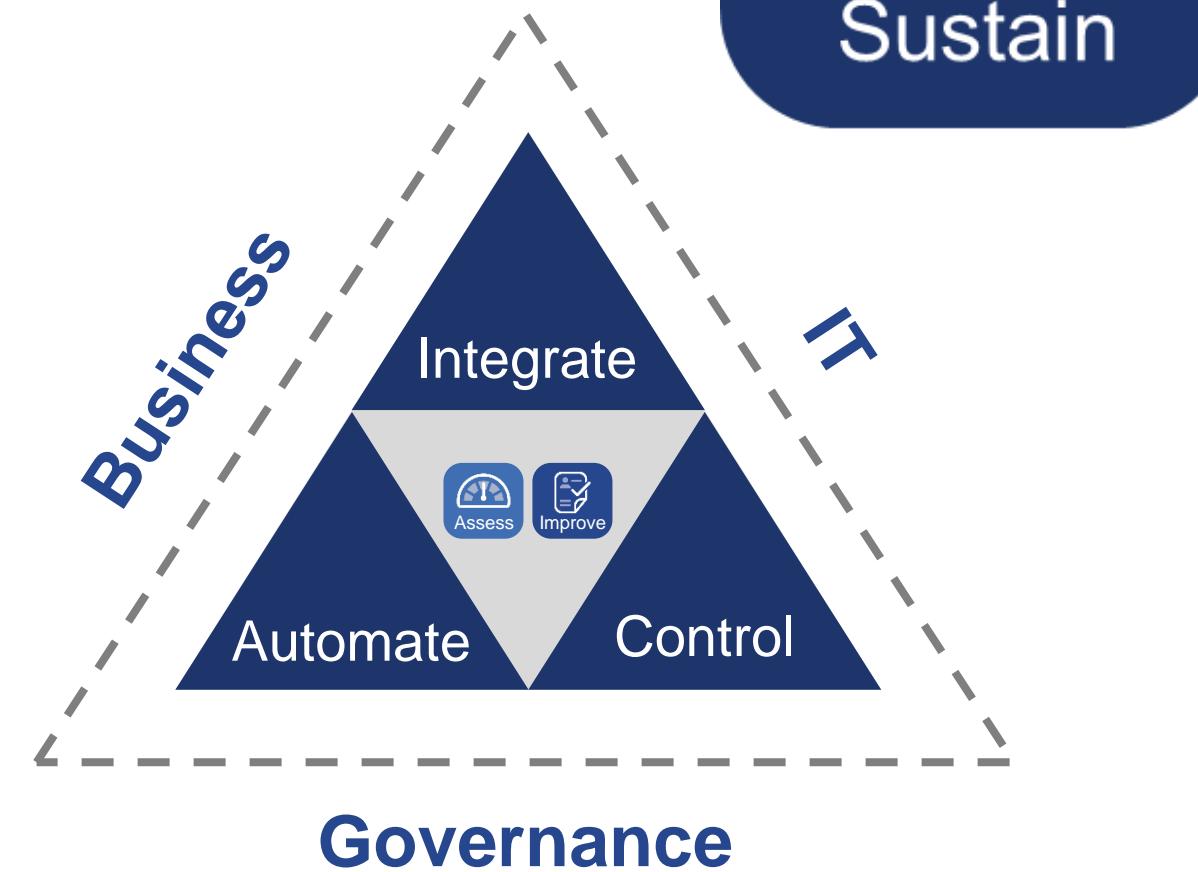


MAINTAIN and MANAGE data quality

EMPOWER business users

Common language

Create a single shared language of data quality with everyone communicating and managing data in the same way



What is the most important information ?

Business and IT

Common language

Data assessment

EMPOWER business users



Any questions?

We welcome your questions now, please submit them by clicking on the Q&A icon on your screen



Thank you

The link to the on-demand version will be shared with you, along with a link to further resources.



About Experian

We are the leading global information services company, providing data and analytical tools to our clients around the world. We help businesses to manage credit risk, prevent fraud, target marketing offers and automate decision making. We also help people to check their credit report and credit score, and protect against identity theft. In 2016, we were named by Forbes magazine as one of the “World’s Most Innovative Companies”.

We employ approximately 17,000 people in 37 countries and our corporate headquarters are in Dublin, Ireland, with operational headquarters in Nottingham, UK; California, US; and São Paulo, Brazil.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Total revenue for the year ended 31 March 2016 was US\$4.6 billion.

To find out more about our company, please visit www.experianplc.com or watch our documentary “[Inside Experian](#)”.





Experian Webinar Academy Calendar

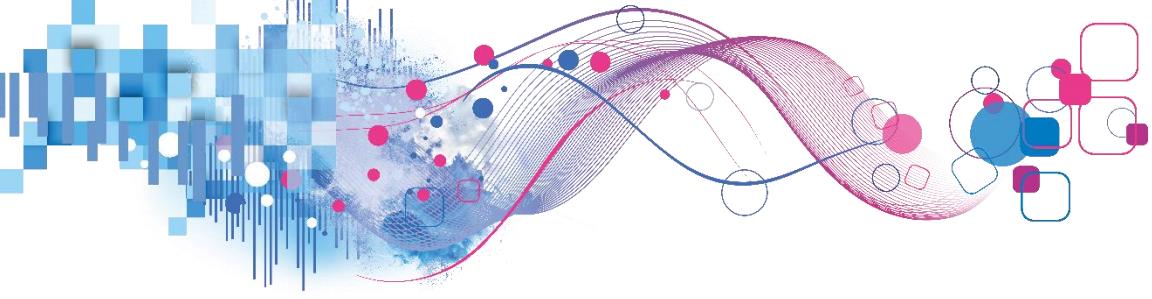
12th April - The new normal -Digital Fraud meets analogue business -
Christof Seifert

17th May - The new generation of powerful internal and external
predictors of risk with the help of Machine Learning - **Leandro Guerra**

14th Jun - The optimal collections process in a regulated environment -
Davide Boselli and Rostislav Gyonkov

5th July - IFRS9 Key Changes - **Mariyan Matakiev**





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