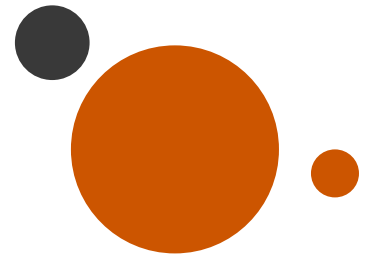




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SunTec India Report

Root Cause Analysis Of Bad Data In Company Datasets

No company is immune to bad data infiltrating their datasets. In fact, 'data challenges' is the primary concern of eight out of ten clients who seek our data support services. However, recognized as one of the top BPO companies and a highly-reviewed company, we believe by addressing the underlying factors that introduce inaccuracies into data, companies can achieve lasting data integrity.

This Root Cause Analysis Of Bad Data In Company Datasets report used executive surveys and conversations conducted from August 2022 to October 2023 with the leadership across our clientele to discern the hurdles they face in data quality management. That effort has culminated in insights that organizations can utilize to minimize these risks and prevent faulty information from corrupting their data.

Note: The names of the clients have not been revealed in this report, as we respect their privacy and are bound by confidentiality agreements.



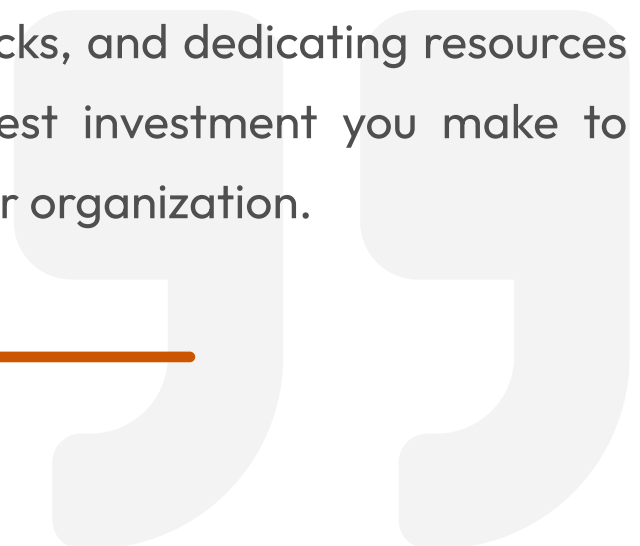
SunTec Commentary



Rohit Bhateja

Director, Digital division, SunTec India

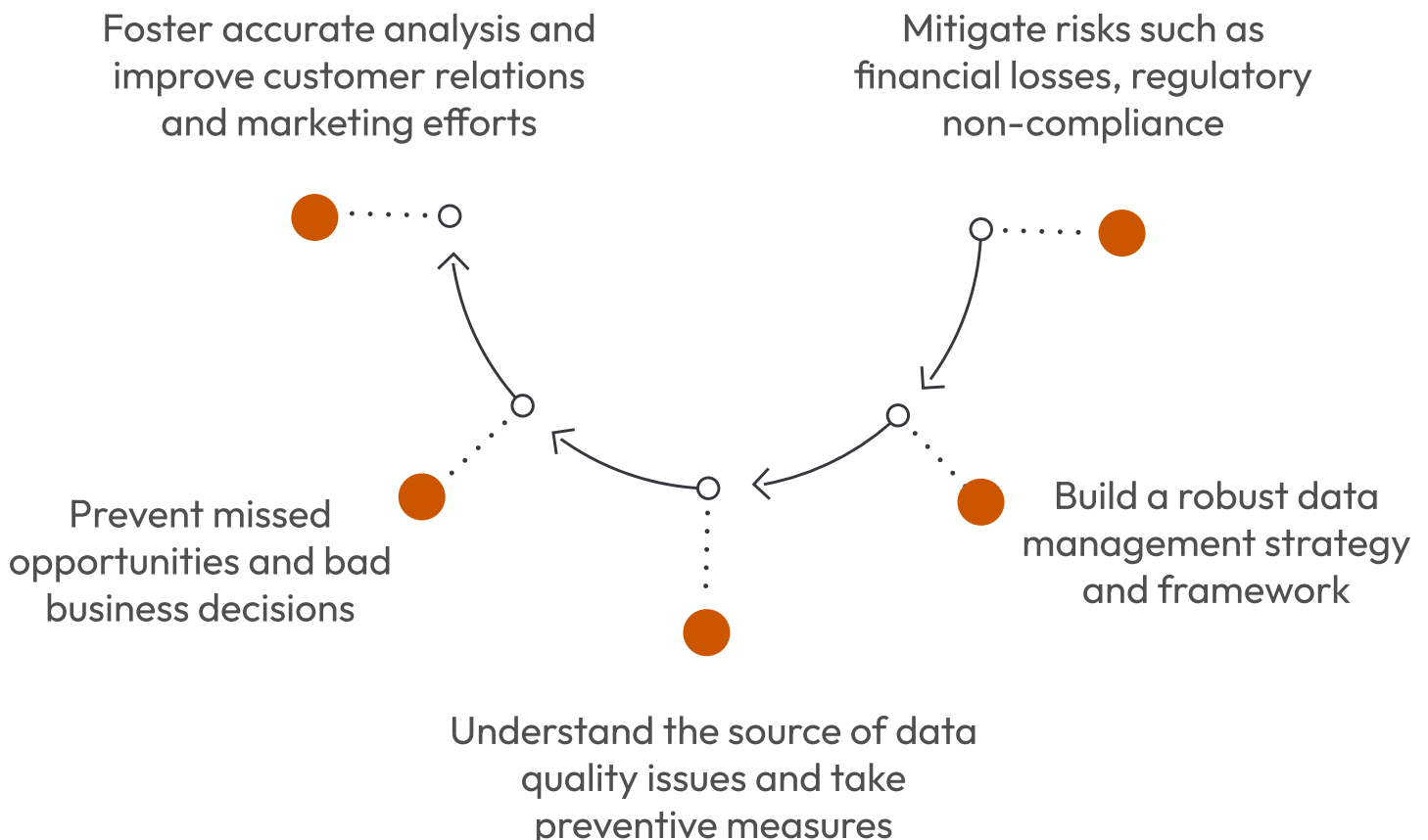
The cleaner the data today, the clearer the insights tomorrow. A consistent effort to improve and maintain your data quality will pay dividends through actionable insights and improved decision-making. Investing in solid data management practices, integrating quality checks, and dedicating resources to data cleansing will be the best investment you make to ensure the ongoing success of your organization.





Purpose of the root cause analysis

Data being the most important asset of the company must be given utmost attention and thoroughly maintained for informed business decisions. This analysis aims to help companies in the following ways:

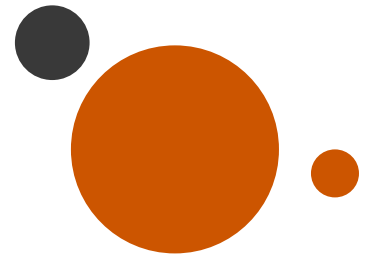




Client survey and key findings

Our company surveyed fifty clients across diverse sectors such as real estate, marketing, eCommerce, healthcare, insurance, and more. The results revealed a prevalent issue faced by all respondents: maintaining high data quality within their databases and IT systems.

To understand the intricacies of this challenge, our data management service team provided the clients with a questionnaire to gather information on their particular pain points and challenges associated with managing data quality. The collected responses from the clients provided valuable insights.



Prevalent data quality issues plaguing the organizations' databases

1. Is any data missing?

55% of the clients surveyed reported incomplete or missing data in their databases.

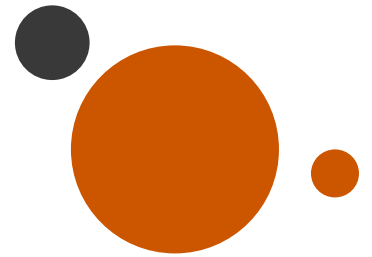
The biggest gaps were observed in their customer databases, CRM data, and product catalog data.



2. Is any information incorrect?

30% of the clients reported incorrect information in their databases. These inaccuracies span various aspects, like customer information, product details, pricing, and transaction records, which have profound repercussions- misguided decisions, poor customer experiences, and compliance issues in regulated industries.





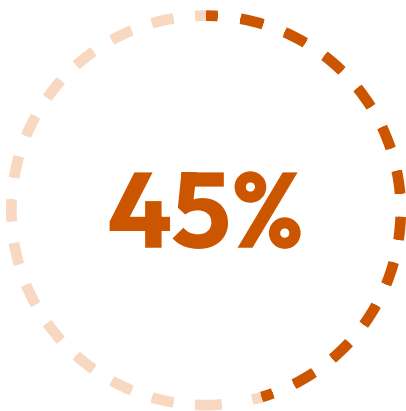
3. Is any information outdated?

A significant **62%** of clients indicated that **outdated information was a concern within their datasets/catalogs**. This was especially problematic in industries that experience rapid changes, such as contact information for individuals, business addresses, product catalogs, or pricing data.



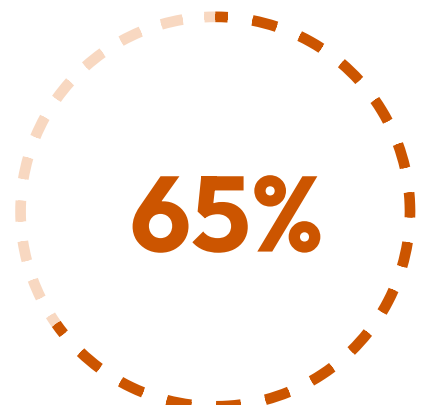
4. Is any information duplicated?

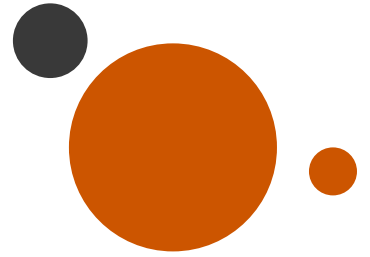
Data duplication in datasets emerged as a challenge for 45% of clients surveyed. These duplicate entries made data processing, analysis, and management extremely challenging for the clients.



5. Is any data unstructured?

65% of clients expressed concern about unstructured data within their databases. The lack of unified data coming from different sources leaves the databases unorganized and hard to access and retrieve data.



A large, dashed orange circle containing the text "15%".

15%

6. Is the data non-compliant?

Nearly **15%** of the surveyed clients had **non-compliant data** which led to significant financial and legal repercussions. These clients were from industries with strict regulations and data governance compliances, including finance and healthcare.

About 5% of the clients were unaware of their data flaws and were only skeptical about poor data due to less marketing ROI. They were only seeking to rectify overall data quality issues.





Results of bad data

Inaccurate analysis

Duplicate, inaccurate, and incomplete data can result in blindspots in analysis and misinterpretation. The analysis done with bad data also lacks accuracy and completeness.

Poor business decisions

Informed, accurate, and timely business decisions can be made only on the basis of clean data. On the other hand, bad data can lead to financial losses, reputation damage, and flawed decisions.

Hampered marketing effort

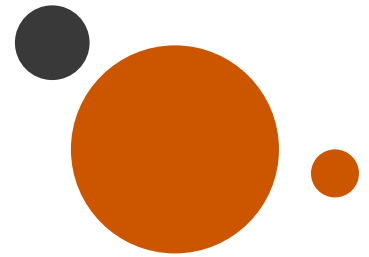
Missing and inaccurate information in customer databases can lead to misdirected marketing campaigns and waste marketing efforts and budgets resulting in lower ROI & diminished competitiveness.

Missed opportunities

Poor data quality hinders an organization's ability to seize business opportunities by preventing the recognition of relevant market trends, getting a unified view of customers, and pinpointing market gaps.

Poor customer relations

Poor data causes misdirected communication, redundant messaging, and a lack of customer understanding. This undermines personalization & effective service, leaving customers dissatisfied.



Our team diligently tried to comprehend the source and collection methods, as well as the general data management practices, for each client's data. This critical evaluation provided actionable insights to pinpoint the root causes underlying poor data quality across our client's systems and the pressing need for data cleansing services.

Survey findings

	YES	NO
Manual data entry without validation	75%	25%
System compatibility	40%	60%
Pre-defined data formats	18%	82%
In-house resource training	15%	85%
Regular database maintenance	25%	75%



The root cause of poor data:

Insights derived from the analysis

1. Lack of pre-defined format & data standards

82% of the surveyed clients said that there was no established format or standard to collect, enter, store, and retrieve data. In the absence of pre-established protocols, different team members of the company adopt varying formats/methodologies for the same kind of data. This data, when combined, leads to discrepancies, inaccuracies, and unstandardized entries throughout the datasets.

2. Human data entry errors

Amongst the fifty clients surveyed, 75% of them admitted to using manual techniques for data entry processes without implementing a proper data verification process in place. As data entry is a time-consuming and tedious job, errors can creep in due to misunderstanding of instructions, overlooking some data, typos, etc. Whether data entry is performed manually or using automated means, verification and validation of data is a must to keep discrepancies away from the databases.



3. System integration errors

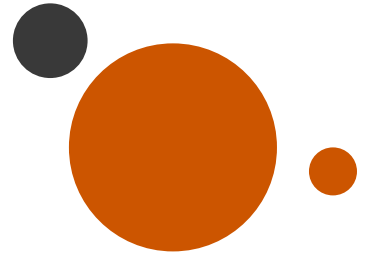
Our analysis found that 68% of clients faced challenges with system integration, leading to data errors and inconsistencies. Key factors contributing to integration issues included legacy systems with incompatible formats, poorly planned integrations without data mapping, lack of standardized data taxonomy across systems, and technical complexities in integrating hundreds of data sources.

4. Lack of database update & maintenance

Only 25% of the companies regularly checked their databases and updated relevant information. Neglecting to regularly update data and remove obsolete entries (customer information product catalog details, pricing, etc.) leads to major gaps, lack of relevance, and accuracy over time in the databases. This, in turn, impacts customer relations, marketing strategies, sales, and other business processes.

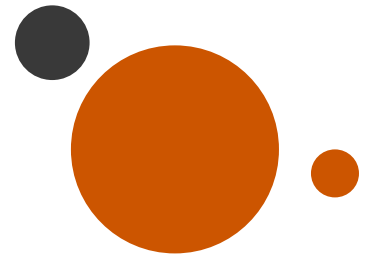
5. Lack of skilled data resources & training

We saw that the restricted in-house capabilities such as lack of skilled data resources can impact the quality of data. When there are no new roles dedicated to managing data assets, the existing staff may lack data-handling skills or be unable to focus on their data assets due to time shortage and core tasks responsibility. Moreover, with a lack of training (stated by 85% of the surveyed clients), employees struggle to adopt best practices for managing & maintaining data.



6. Voluminous and complex data

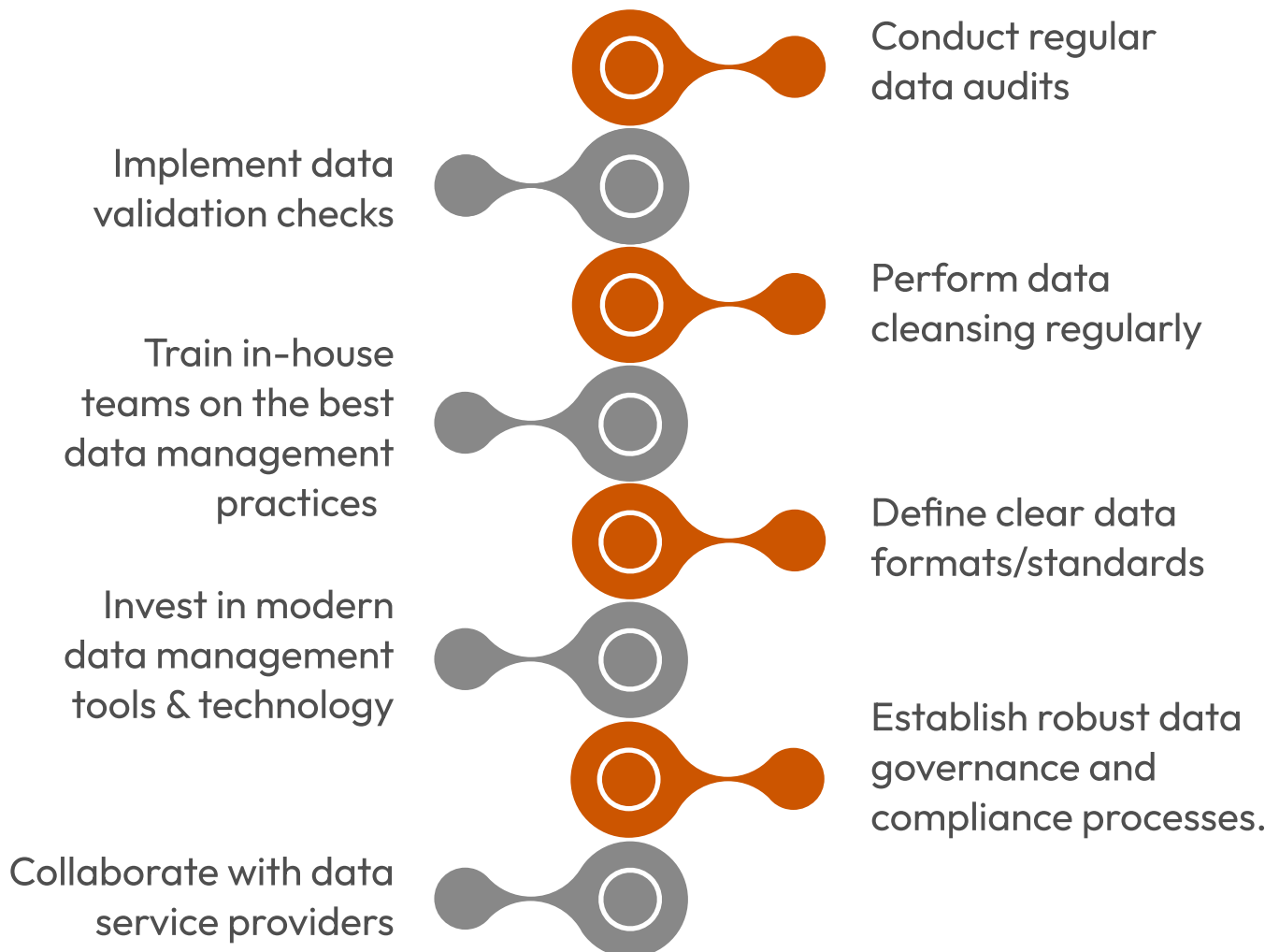
One of the major challenges contributing to poor data quality is the large volume of complexity of data. With numerous data sources and types, it gets very difficult for companies to standardize, validate, and maintain data. Hiring dedicated data resources or outsourcing data management tasks to a specialized company can enable businesses to deal with complex and large-volume data effectively.



Taking action on the insights:

Eight tips to improve data quality

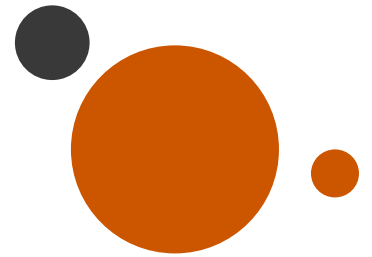
Finding the basis of data challenges isn't the end of this journey— it is just as critical to take action.



It is necessary to have a data quality management solution, designed well enough to help a company determine just where the data quality mechanism is broken, and how to fix it.



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SunTec India has been the partner to many companies on their journeys to better quality data

Explore our client success stories and impact



Salesforce Data Cleaning

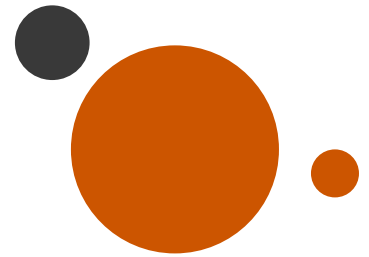
Account profiling helps a client boost its marketing and sales efforts by 52%



Email List Cleaning

Email list cleaning services help a client boost its conversion rate by 40%

[View our client success stories](#)



Key analysts and contributors



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Director - Digital



Pavan Kakar

AVP - International Sales



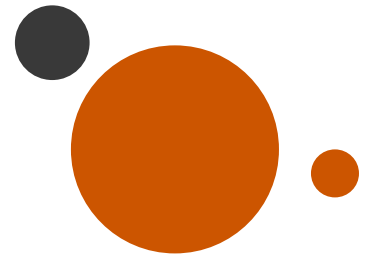
Rahul Pawa

DGM - International Sales





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About SunTec India

SunTec India is a leading IT outsourcing company with over 8,530 clients from across 50 countries and over 1500+ full-time employees. The company has several accreditations and certifications, including AWS partnership, Shopify partnership, CMMI-3 certification, HIPAA-compliance, Microsoft partnership, and ISO certifications for data security and quality. It has been providing end-to-end support to businesses worldwide with data, eCommerce, web & app development, digital publishing, and online marketing services for 25+ years.

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