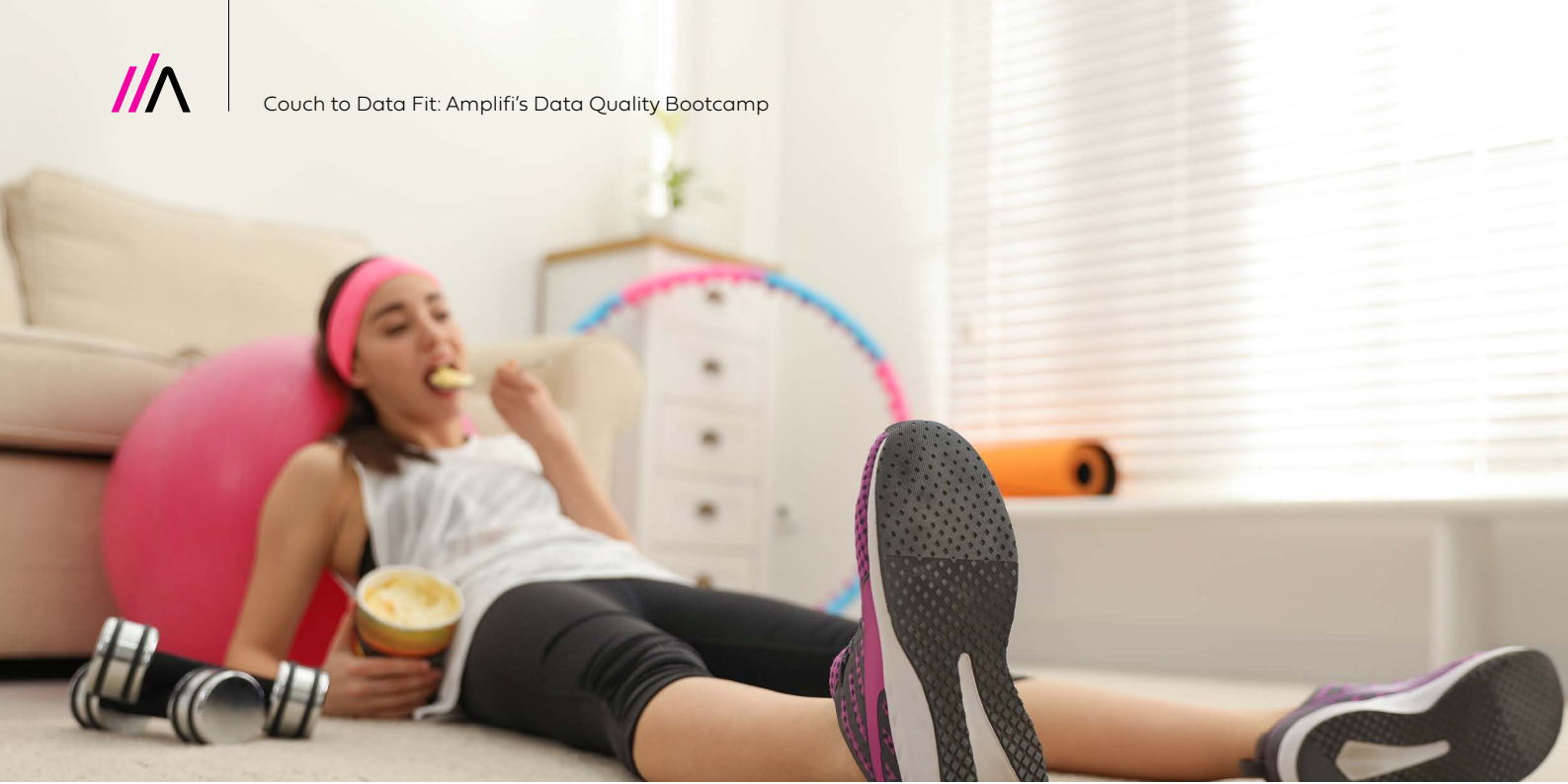


# COUCH<sup>TO</sup> DATA FIT

Amplifi's Data Quality  
Bootcamp: 4 weeks to  
Better Quality Data

 Amplifi





**How many times have you started the new year with a vow to get off the couch and get fit, only for it to all fall apart two weeks in (or before you've even got started)?**

A fitness plan can feel like a mammoth task – and the longer you leave it, the bigger an issue it becomes. You put barrier after barrier in the way (but I need new trainers, but I need a gym membership, but I haven't read Martin W. Austin's *Running and Philosophy* yet, etc, etc) until it feels impossible.

A data quality initiative can feel much the same. You know you need to improve your data quality if you want to get better results from your data, but taking action to do it feels

like an epic undertaking.

The reason couch to 5K apps have become so popular is because they break 'getting fit' into smaller, less daunting tasks. They make each step feel achievable, until before you know it, you are indeed running 5K on a Saturday morning like it's a walk in the park.

At Amplifi, we've set out to do the same for data quality, with a step-by-step assessment and capability offering that makes data quality achievable, measurable and goal-oriented.

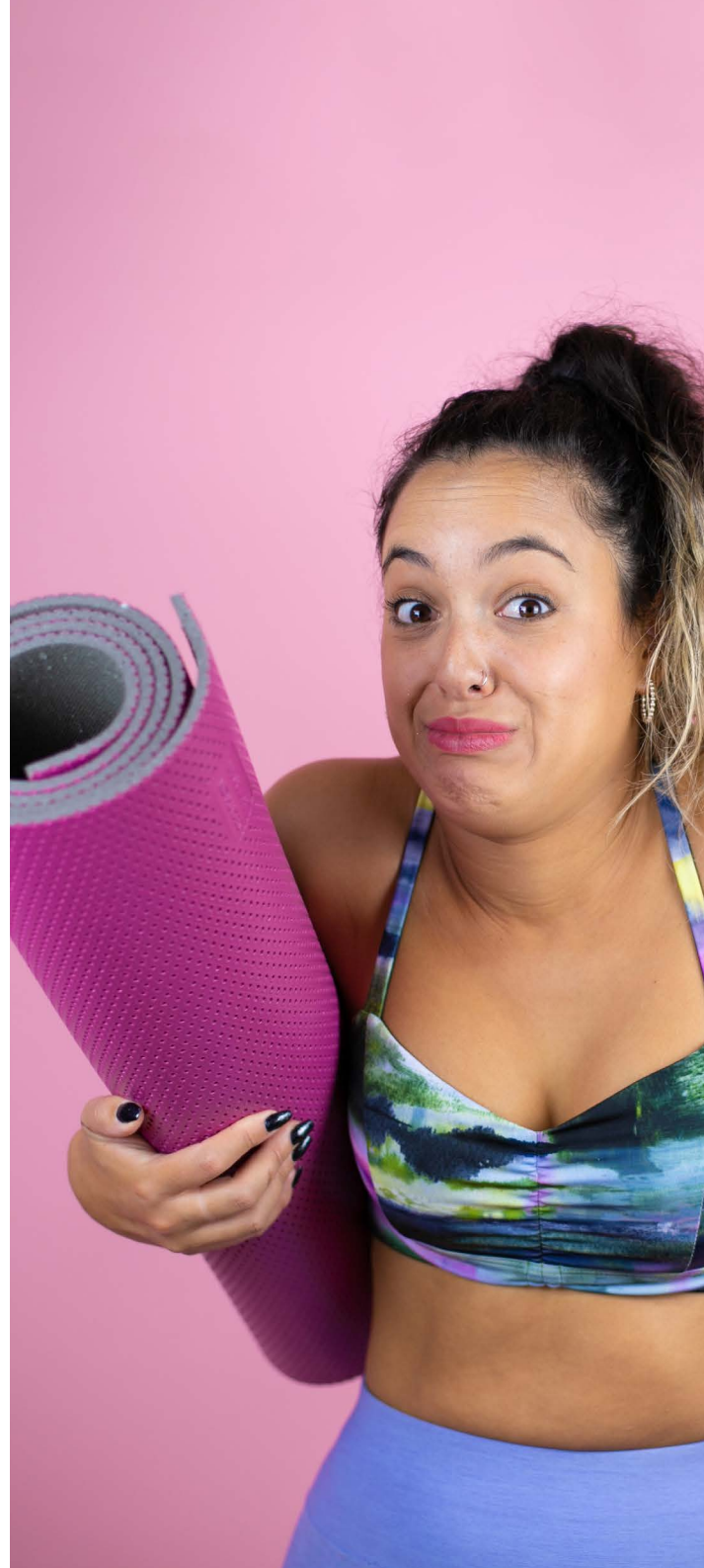


## What's your data goal?

When you start a fitness plan, having a goal to work towards helps you decide the steps you need to take to get there. Do you want to run 5K? Get your red belt in karate? Join a murderball team?

Similarly, having a commercial vision for your data helps you better define each step of your data quality assessment. Your definition of 'good data' will be different depending on your goals – just like your exercise plan will be different depending on whether you want to swim the channel or take up skateboarding.

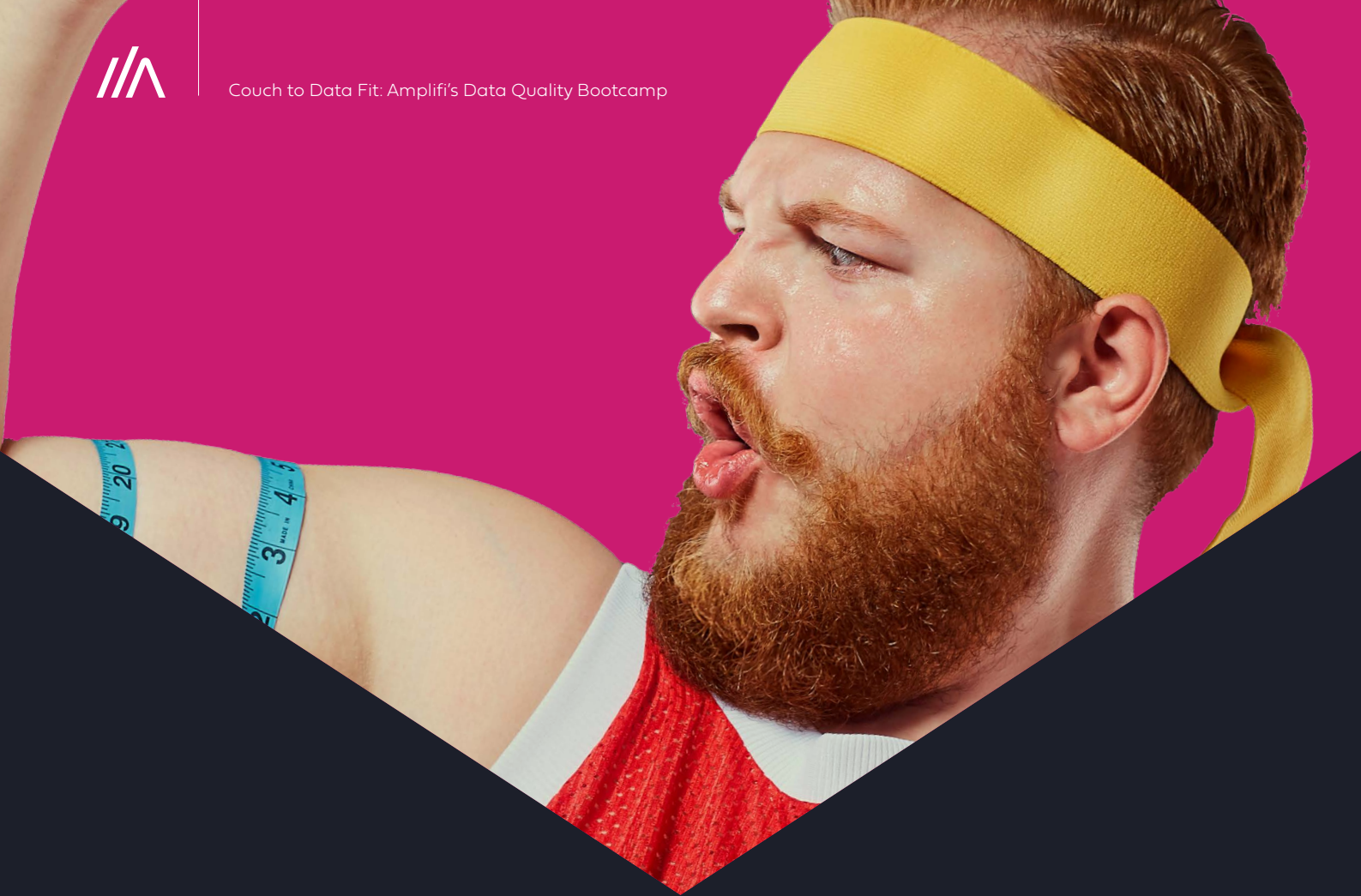
So before you get started, think about your business' commercial vision for data to make sure you're focussing on the right data to power your business objectives.







Couch to Data Fit: Amplifi's Data Quality Bootcamp



# Amplifi's Data Quality Assessment

A four-week appraisal to define your data fitness and take the first steps to improve your data quality for good.



# Week 0

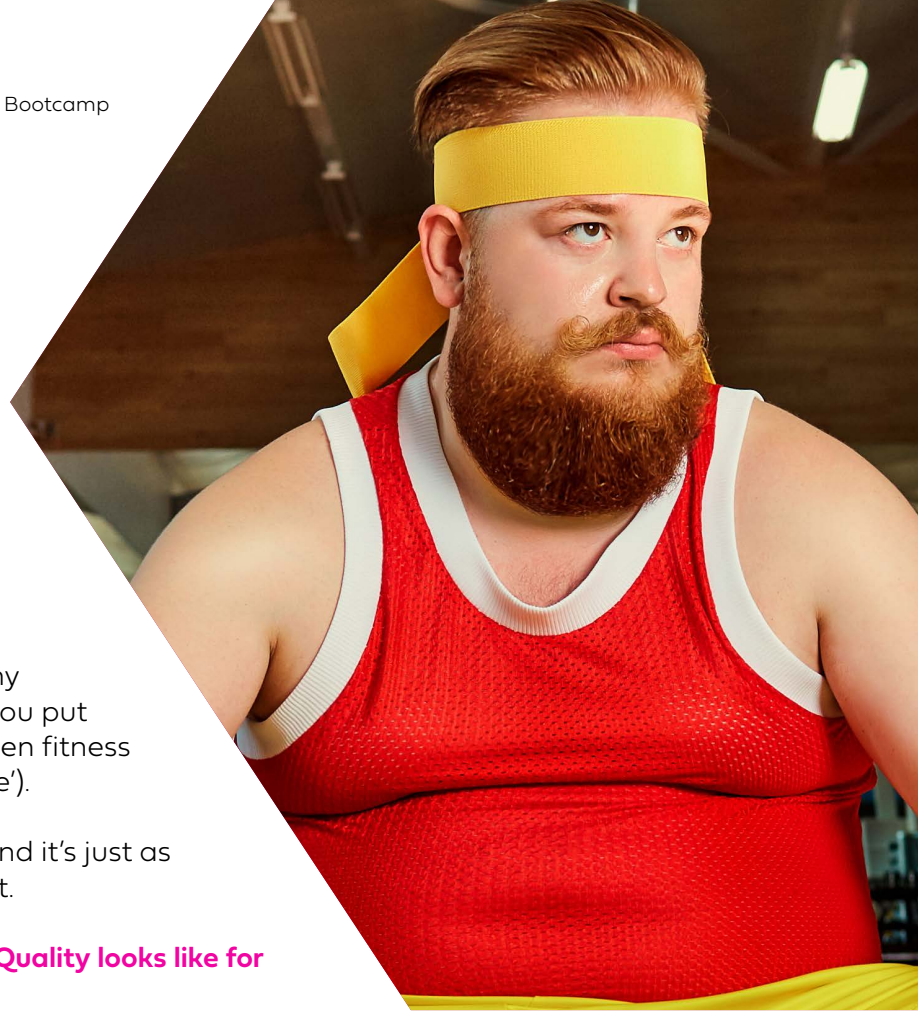
## Getting started (or at least, thinking about it) it

Let's be honest, the first week of a new fitness regime is more about psyching yourself up to get started than doing any actual exercise. This is the week where you put a plan to paper (or download half a dozen fitness apps 'to make sure you get the right one').

It's not procrastination, it's planning – and it's just as important in a Data Quality assessment.

**Week 0 is all about deciding what Data Quality looks like for you, and how you're going to achieve it.**

- **Define your high-level scope:** what are you setting out to achieve with this assessment?
- **Agree data domains:** what data sets are we going to tackle first?
- **Gather critical data quality rules:** what constitutes quality data?
- **Plan and arrange data quality infrastructure:** build your framework for data quality, aka your high-level data fitness plan.





# Week 1

Time to get off the couch...

Now you're appropriately motivated, with a clear goal, and a plan of attack, there's nothing stopping you from getting started. It's time to put your feet on the treadmill – or data to the dashboard – and put your plan into action.

Ready to get off the couch and get data fit?

**Over the next seven days, you need to:**

- **Validate data quality rules:** check the accuracy and relevance of your data quality rules against your business' wider commercial goals and activity.
- **Document data quality rules:** like sticking your exercise routine to the fridge as a reminder, writing down your rules holds you accountable and makes them easier to communicate with the rest of the business.
- **Prioritise those rules:** what data quality rules are the most important to your goal?
- **Sort out your technical set up:** establish any software and dashboards you're going to use during the assessment and beyond.







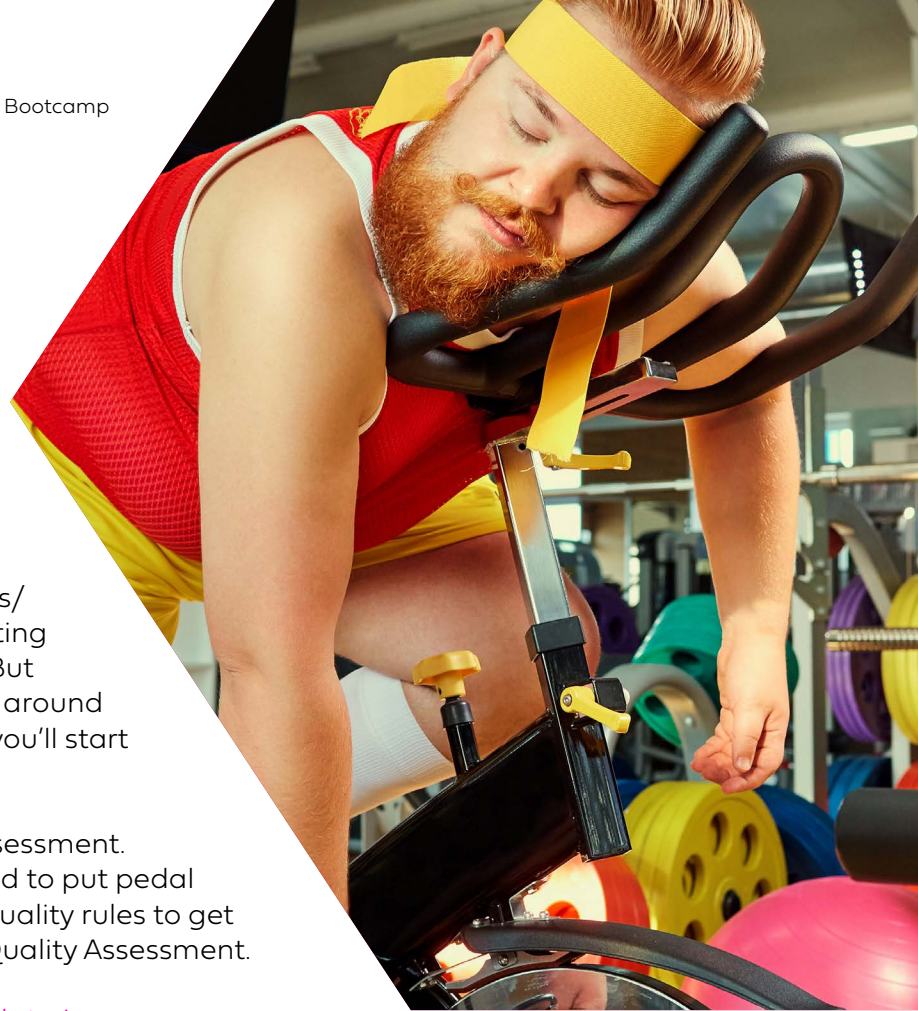
## Week 2-3

### Too late to turn back now

This is the hard part, where the novelty has worn off of those early morning runs/ after work trips to the gym, and it's starting to feel a little too much like hard work. But you can't turn back now: results are just around the corner. In fact, if you pay attention, you'll start noticing them already.

The same goes for your data quality assessment. These are the two weeks where you need to put pedal to the metal, implementing your data quality rules to get ready for the final phase of your Data Quality Assessment.

- **Start profiling your data:** review your data in-depth, getting to understand its structure, content and interrelationships.
- **Implement your data quality rules:** just like those exercises stuck on the fridge aren't going to make you fitter just by looking at them, your data rules now need to become a reality. Start implementing them into your data, paying close attention to your priority rules.
- **Build data quality reports:** create a report structure that will enable you to effectively track results and make improvements where necessary.
- **Review results via workshops:** start measuring results with stakeholders as you progress, to gauge the project's success so far and iron out problems ahead of the final push.





# Week 4

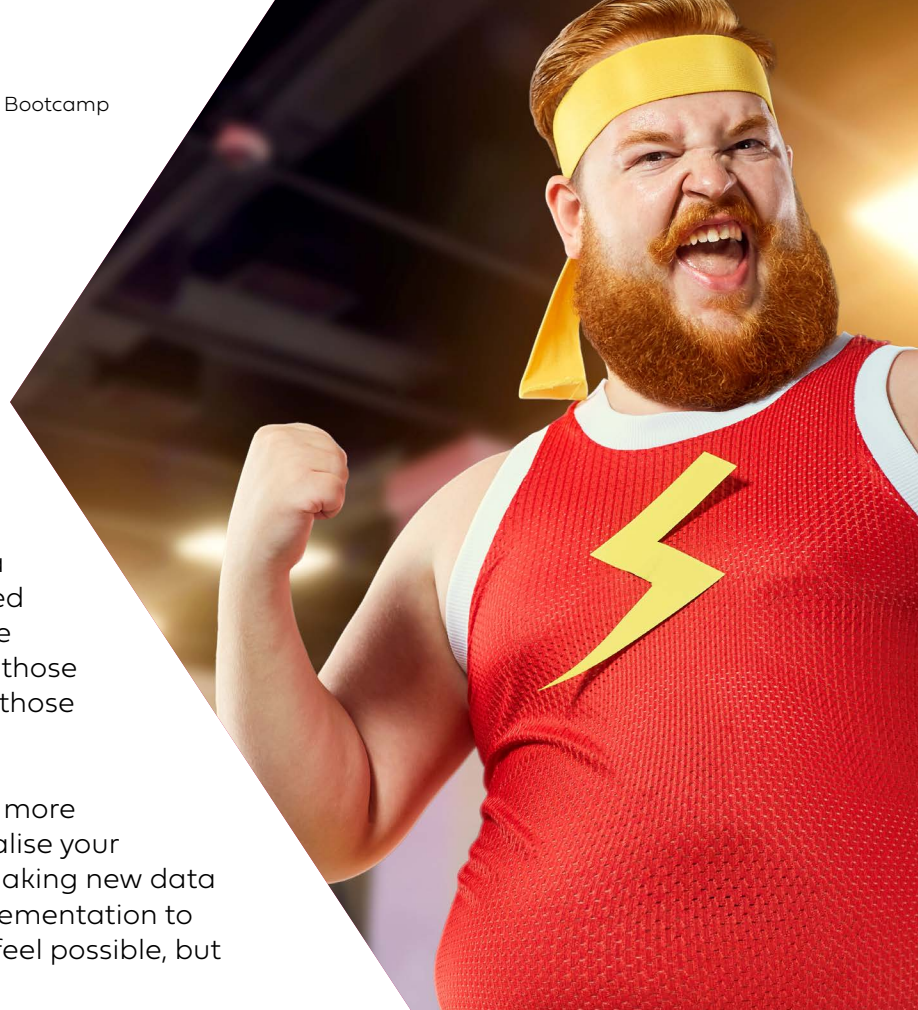
## Results

You made it to week four, and your data is looking better than ever. You've defined what good quality data looks like, you've put rules in place to make sure it meets those expectations, and you've started to put those practices into play.

Just as a fitness plan leaves you feeling more energised, better data quality can revitalise your organisation's relationship with data, making new data projects and initiatives – from PIM implementation to 360-degree customer views – not only feel possible, but easily achievable.

### In this last week, you need to:

- **Finalise data quality rules and reporting:** agree your data definitions and how you will report on data quality from here on in.
- **Playback final reports:** assess progress so far to get a clearer understanding of the issues and how to fix them.
- **Make recommendations and outline next steps:** what do you need to do next to fully fix and cleanse your data?







## Well done. You did it. You got off the couch. But are you data fit? Not quite.

One month in the gym isn't going to keep you in shape for the rest of your life, or even enable you to achieve those personal fitness goals we mentioned earlier. Nor is a four-week data quality assessment going to keep your data in shape forever.

Data quality needs to be an ongoing initiative, one that is regularly reviewed and tweaked in accordance to your evolving data objectives. You also need to hold everyone accountable for data quality, ensuring that the rules are being unanimously followed across the organisation.

So how can you keep yourself motivated, keep your data quality in check, and make sure you're still following the right data quality guidelines for your ever-changing business goals?

**Hire a personal trainer.**





## Get data fit with Amplifi.

At Amplifi, we act as our clients' personal data fitness guru, supporting you through your data fitness journey to push you to reach your data quality goals. With our 12-week data quality capability set-up, we carry out a thorough assessment of your vision and your desired outcomes for data quality management.

Over the course of 12 weeks, we get to know your existing capabilities and work with them to achieve the best data quality operating model for your needs.

It's not just having short-term plan to follow: it's about changing your organisational mindset to make data quality a fundamental part of your business. Just like a good fitness coach can change your attitude to exercise forever, we'll work with you to create behaviours that become long-term good data habits.

**Ready to get data fit? [Book your discovery session now](#) or [talk to the Amplifi team for advice on how to get started.](#)**

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