

Data quality KPIs

Data quality KPI overview

BUSINESS VALUE METRICS

DESCRIPTION

TYPICAL MEASUREMENT/ REPORTING METHOD

Impact on strategic goals

Impact of data management on strategic business goals

Assessed qualitatively and visualized by means of dependency graphs or traffic light charts

Economic value of data

Financial value of data

Assessed by means of the reproduction cost approach or the use-based approach

Impact on business process related goals

Impact of data management on business process KPIs

Visualized by means of dependency graphs or traffic light charts

Cost/time savings

Cost/time savings due to more efficient data maintenance processes, automated data cleansing/data import processes

Assessed by means of process mining

Satisfaction of external groups

Satisfaction of customers, consumers, or business partners with respect to data excellence (e.g. quality of product catalogs, quality of shared data, adherence to data privacy standards and consents)

Surveyed by means of questionnaires/interviews

Data quality KPI overview

DATA EXCELLENCE METRICS

DESCRIPTION

TYPICAL MEASUREMENT/ REPORTING METHOD

Data quality

Quantitative assessment of data's "fitness for use" (e.g. consistency, completeness, or accuracy)

Measured in terms of conformance of data with respect to certain data quality dimensions

DQ Audit findings

Number of corporate data quality related violations during an audit (e.g. ISO 9001:2008)

Measured by reviewing audit results

DATA MANAGEMENT PERFORMANCE METRICS

DESCRIPTION

TYPICAL MEASUREMENT/ REPORTING METHOD

Cycle/ turn-around time

Time passed from requesting a new master data object (i.e. a new supplier or consumer data record) until this record is available in operational systems (e.g. ERP)

Measured by process mining, workflow logs, or ticketing system logs

Internal satisfaction

Satisfaction of company-internal stakeholders such as data requestors and consumers in business processes

Surveyed by means of questionnaires/interviews

Data quality KPI overview

DATA MANAGEMENT PROGRESS METRICS

DESCRIPTION

TYPICAL MEASUREMENT/ REPORTING METHOD

Maturity score

Maturity assessment of current capabilities from a strategic, organizational and technical point of view

Surveyed by means of questionnaires/interviews

Supported use cases

% of agreed use cases fully supported by data management

Tracked by means of a use case funnel

Rulebooks

% of data domains covered by rulebooks (i.e. definitions, data models, processes, roles, responsibilities, methodologies).

Measured by means of a gap analysis between rulebook and data model

Data records under governance

% of data records covered by detailed rules

Measured by means of a gap analysis between rulebook and data model

Geographical regions/ branches

% of geographical regions/ branches implementing data governance

Measured by means of achieved milestones in rollout plans

Role assignments

% of geographical regions/branches implementing data governance

Measured by means of achieved milestones in rollout plans

Trained people

% of roles assumed by appropriately trained people

Measured by means of achieved milestones in rollout plans

Need help along your data quality journey?
**Benefit from our 17+ years of domain
expertise in corporate data quality!**

Let's talk!