

Background :

- > One of the largest leisure travel companies in the world wanted to achieve its key objective of leveraging group-wide synergies by improving the quality of data in its incumbent master data system.

Challenges

- > Establishing the right analysis strategy An acceptable balance between efforts and impact
- > Analysing enormous amounts of data within a limited timeframe and budget .

Approach

- > Analyse sample data to identify patterns that can rank the data records by their likelihood of being erroneous
- > Automate data quality checks in line with the identified patterns to eliminate such data records that have near zero likelihood of being erroneous, thereby optimising time and effort
- > Establish bespoke approach for simplifying the manual data cleansing activity; this included creating analysis templates and customising system user interfaces Solution

Solutions

- > Created sampling plans to select data records to be used for pilot analysis
- > Used iterative trial-and-error method to design algorithm for assigning error score to the data records
- > Established threshold scores based on random sampling to identify non-erroneous data record
- > Eliminated data records with error scores less than the established threshold.
- > Created offline analysis templates and custom user interfaces in the master data system to simplify and speed up manual analysis
- > Design quality assurance plan and project governance model to allow milestone based review

Achievement

- > Quantum improvement in data quality improving user confidence regarding the master data system.
- > Additional 1 million+ data points (such as reviews, photos, tips, etc.) could now be accurately exchanged between disparate systems.