

Dirrty Daata

What is it really costing you?



Today we will be exploring:



What is dirty data & what does it look like



Why we must address it



What is the impact on your fundraising



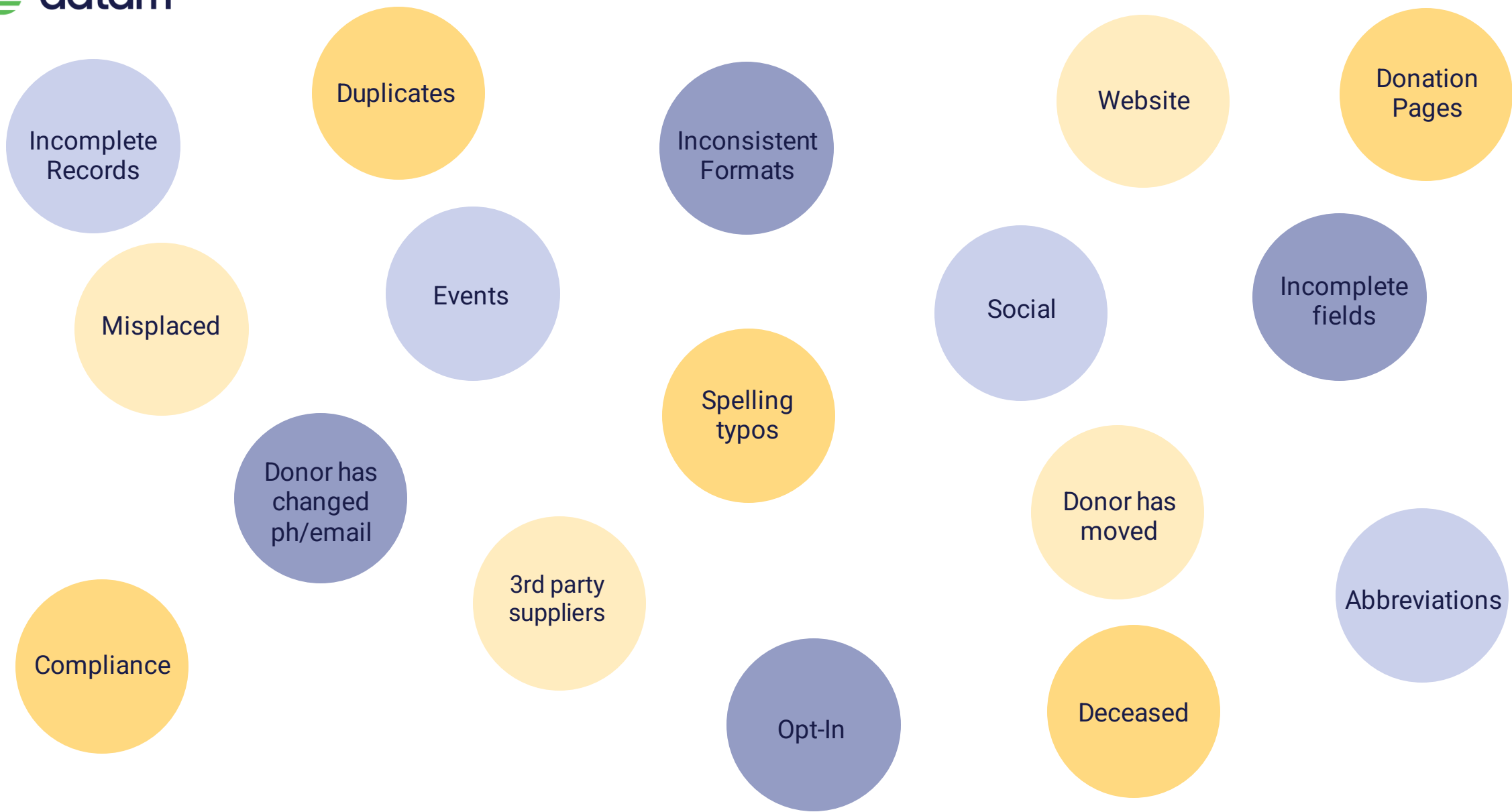
What you need to have in place



Tricks and tools that can help

Dirty Data is.....

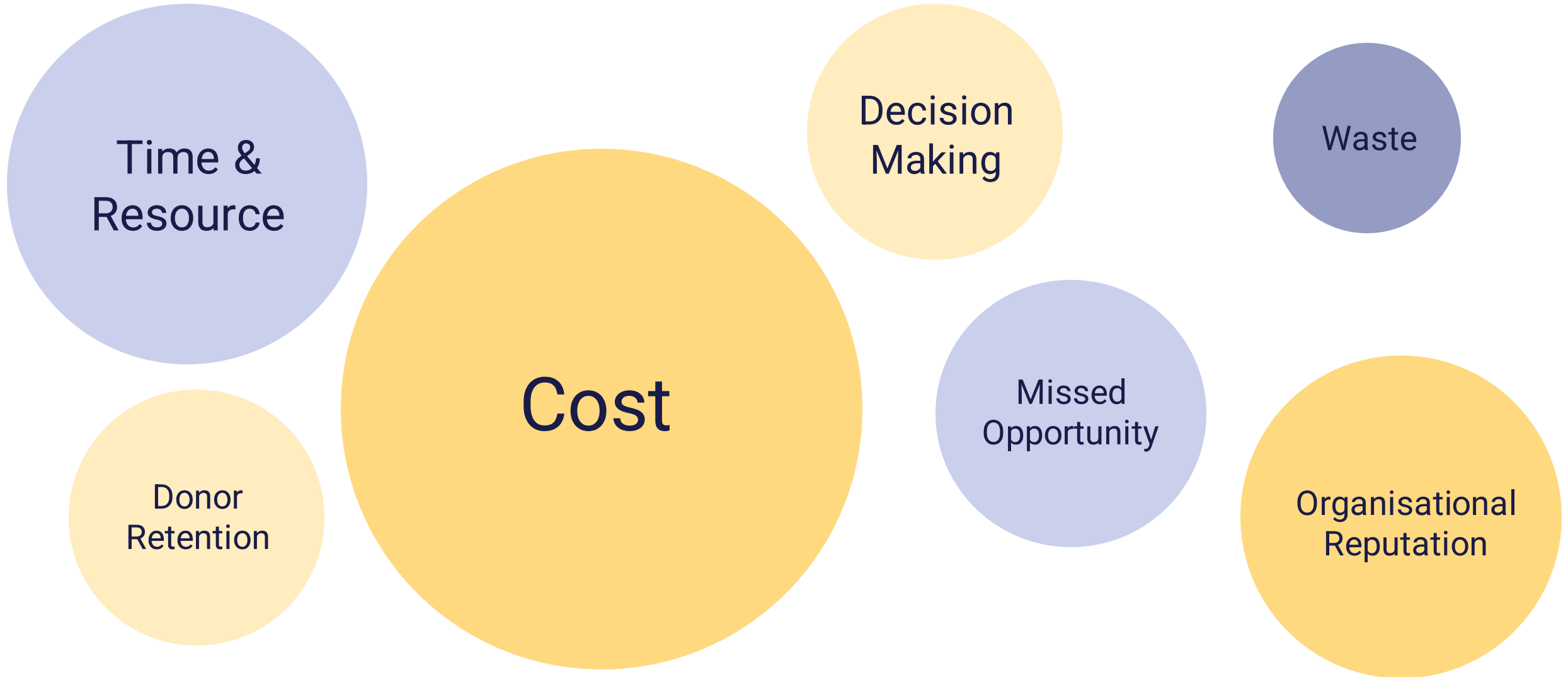
...any data that is inaccurate, incomplete or inconsistent.



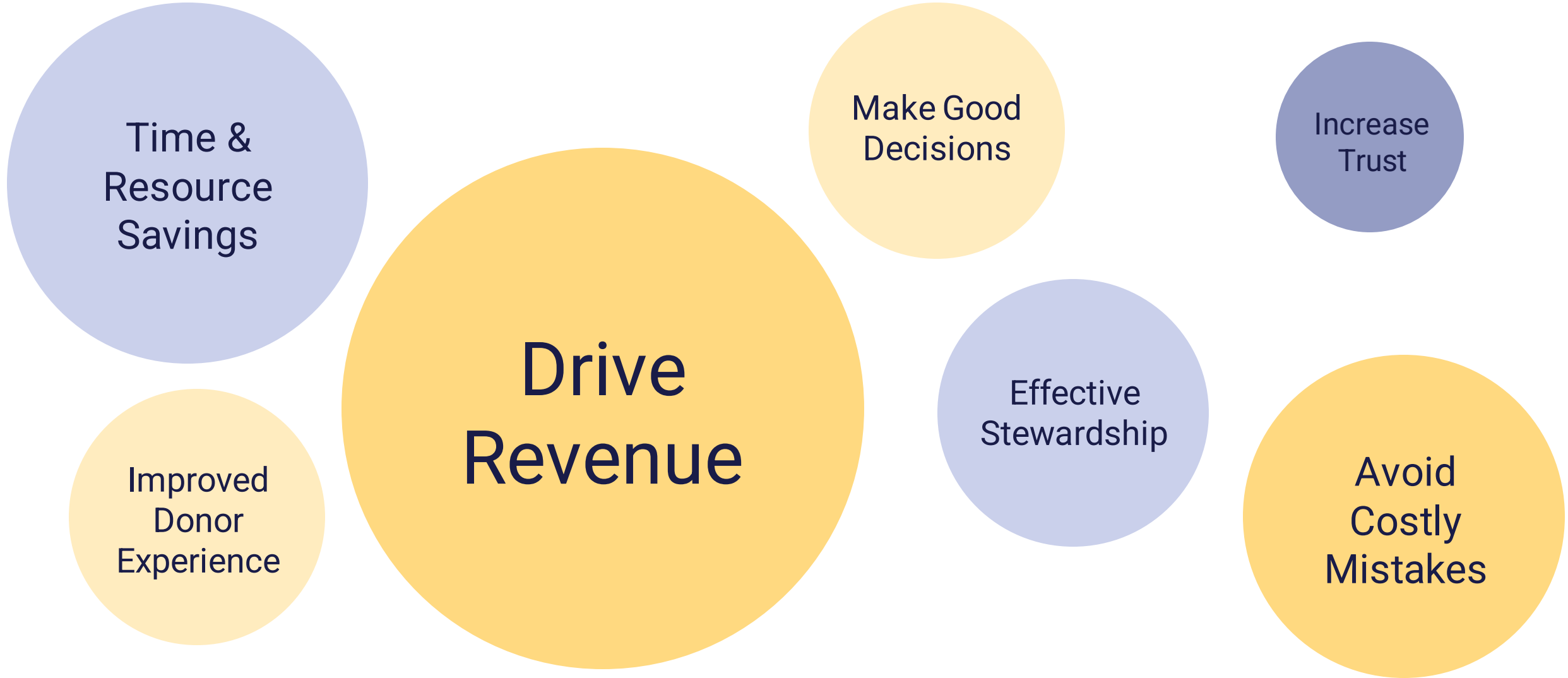
ID	Title	Firstname	Lastname	addr1	addr2	addr3	addr4	postcode	billing_country	Homephone	mobile	email
1	Mr	Jim	Smith	101 Motairehe Road			Great Barrier Island (Aotea Island)	0991	NZ	(03) 379 4166	6.40276E+11	mark.newell@datam.co.nz
2	Miss	Jo	Smith	William Sanders Retirement Village	Devonport		Auckland	0624	NZ	33794166	6475856856	mark.newell@datam.co.nz
3	Mrs	Joanne	Smith	C/O Bayleys Queenstown	311 Hawthorn Drive		Queenstown	9371	NZ	03 379 4166	275856856	mark.newell@datam.co.nz
4	Mr & Mrs	Jim & Jo	Smith	Fluid Connectors 16 Polaris Place	Auckland		Auckland	2013	NZ		+64 0275 856 856	mark.newell@datam.co.nz
5	Dame	Jane	Smith	Box 56 Colville			Coromandeo	3127	NZ		+64 27 585 6856	
6	Sir	James	Smith	2/138	Bucklands Beach Rd		Auckland	2012	NZ	(03) 379 4166	027 585 6856	mark.newell@datam.co.nz
7		Jim	Smith	357, Alexandra-Clyde Hwy			Alexandra	9320	NZ	33794166		mark.newell@datam.co.nz
8		Jo	Smith	300 W Coast Rd			Makarau	0981	NZ	03 379 4166	64275856856	mark.newell@datam.co.nz
9		Joanne	Smith	411-413 Cuba St	Petone		Wellington	5010	NZ		275856856	mark.newell@datam.co.nz
10		Jim & Jo	Smith		45 Knights Road, Rotherasay Bay		Auckland	630	NZ		64275856856	
11		Jane	Smith		1 Desford Place		Mangere	2022	NZ	(03) 379 4166	6.40276E+11	mark.newell@datam.co.nz
12		James	Smith		752 Matakana Valley Rd, RD 5,	Warkworth	Auckland	0985	NZ	33794166	64275856856	mark.newell@datam.co.nz
13	Mr	J	Smith	973 State Highway One	RD3		Blenheim	7273	NZ	03 379 4166		mark.newell@datam.co.nz
14	Miss	J	Smith	1 B Robin Hood Place, Onerahi			Whangarei	0110	NZ		64275856856	mark.newell@datam.co.nz
15	Mrs	J A	Smith	1/55 Alberta Street	Point Chevalier		Auckland	1022	NZ		+64 0275 856 856	mark.newell@datam.co.nz
16	Mr & Mrs	J & J	Smith	10 Storey Road			Ohinewai	3784	NZ		275856856	mark.newell@datam.co.nz
17	Dame	Jane	Smith	103 Millington Road RD9			Whangārei	0179	NZ		275856856	mark.newell@datam.co.nz
18	Sir	James	Smith	89 Goodwood Road,	R D 1		Palmerston	9481	NZ		64275856856	
19	Mr	Jim A	Smith	93 Hanham Road	Kumeu RD1		Auckland	891	NZ		64275856856	mark.newell@datam.co.nz
20	Miss	Jo A	Smith	93 Muir Road, R.D.1,			Te Awamutu	3879	NZ	(03) 379 4166	6.40276E+11	mark.newell@datam.co.nz
21	Mrs	Joanne A	Smith	apartment 401/45 Stanley Point Road	Stanley Point		Auckland	0624	NZ	33794166	64275856856	mark.newell@datam.co.nz
22	Mr & Mrs	J A & J A	Smith	flat 5/127 St Aubyn St	New Plymouth Central		New Plymouth	4310	NZ	03 379 4166		mark.newell@datam.co.nz
23	Dame	Jane A	Smith	Flat 5/13 Roberts Road	Te Atatu South	ABC Company	Auckland	0610	NZ		+64 0275 856 856	mark.newell@datam.co.nz
24	Sir	James A	Smith	ABC Company	P.O. BOX 542		WARKWORTH	0941	NZ		64275856856	mark.newell@datam.co.nz
25		J	Smith	PO Box 66-135			Beach Haven	0749	NZ		6.40276E+11	mark.newell@datam.co.nz
26		J	Smith	PO BOX 91 226 Victoria Street	Auckland CBD		Auckland	1142	NZ	(03) 379 4166	275856856	mark.newell@datam.co.nz
27		J	Smith	Po.box 85			Kingston	9793	NZ	33794166	64275856856	mark.newell@datam.co.nz
28		J	Smith	Villa 60 242 Grenada Street 242 Grenada Street			Papamoa	3118	NZ	03 379 4166	6.40276E+11	mark.newell@datam.co.nz

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4	Mr & Mrs	Jim & Jo	Smith	16 Polaris Place		East Tamaki	Auckland	2013	NZ		64275856856	mark.newell@datam.co.nz
5	Dame	Jane	Smith	PO Box 56			Colville	3547	NZ		64275856856	mark.newell@datam.co.nz
6	Sir	James	Smith	2/138 Bucklands Beach Rd		Bucklands Beach	Auckland	2012	NZ	(03) 379 4166	64275856856	mark.newell@datam.co.nz
7		Jim	Smith	357 Alexandra-Clyde Highway	RD 1		Alexandra	9391	NZ	33794166	64275856856	mark.newell@datam.co.nz
8		Jo	Smith	300 West Coast Rd	RD 1		Warkworth	0981	NZ	03 379 4166	64275856856	mark.newell@datam.co.nz
9		Joanne	Smith	411-413 Cuba St		Petone	Wellington	5010	NZ		64275856856	mark.newell@datam.co.nz
10		Jim & Jo	Smith	45 Knights Road		Rothsay Bay	Auckland	0630	NZ		64275856856	mark.newell@datam.co.nz
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25		J	Smith	PO Box 66135		Beach Haven	Auckland	0749	NZ		64275856856	mark.newell@datam.co.nz
26		J	Smith	PO Box 91226		Victoria Street West	Auckland	1142	NZ	(03) 379 4166	64275856856	mark.newell@datam.co.nz
27		J	Smith	PO Box 85			Kingston	9748	NZ	33794166	64275856856	mark.newell@datam.co.nz
28		J	Smith	60/242 Grenada Street			Mount Maunganui	3118	NZ	03 379 4166	64275856856	mark.newell@datam.co.nz

The Impact of Dirty Data



Key Benefits of Accurate Data



3 Things that will NOT improve your data



Doing nothing



Changing your CRM



Not having a plan

Data Hygiene Plan

- 1 Data Cleansing
- 2 Standardise Data Entry
- 3 Implement Validation Rules
- 4 Regularly Update Records
- 5 Dedupe Relentlessly!
- 6 Monitor Data Quality
- 7 Educate Your Team
- 8 Document your Processes
- 9 Define Data Ownership
- 10 Data Governance

Tools



Data Entry/Capture

- Automated address validation
- Address & Postcode finder
- Standardised online forms



Legacy data

- Address data cleansing tools
- Data Matching Services
- <https://openrefine.org/>
- NZ Post's Change Service

Key Takeaways

Doing nothing is not an option

Data Hygiene is an investment

Data Hygiene requires a plan

Help is available

Questions?

Mark Newell

mark.newell@datam.co.nz

0275 856 856