

URVARA DATA QUALITY OPTIMIZATION CASE STUDY

Problem: A finance company with 400 employees was making critical business decisions on bad data:

- 15% of customer records had missing or incorrect information
- Sales team wasting 15 hours/week fixing data errors manually
- Revenue reports showed different numbers across departments
- Lost \$2M deal because client demo had wrong data
- No automated data validation
- Data issues discovered weeks after they occurred

Our Solution:

- Automated data quality checks across all pipelines
- Real-time data validation rules (format, completeness, accuracy)
- Data quality dashboards with instant alerts
- Automated data cleansing for common errors
- Standardized data entry across systems
- Weekly data quality reports for each team

Results - After 6 Months:

- Data accuracy improved from 75% to 98%
- Sales team saves 14 hours/week (no manual fixing)
- All departments now trust the data
- Closed 4 major deals (clients impressed by data quality)
- Data issues detected in minutes (not weeks)
- Customer satisfaction increased 35%

Notes: Bad data costs companies a large value of revenue through poor decisions, lost time, and missed opportunities. Most companies only discover data quality issues when it's too late. Automated monitoring catches problems immediately, before they impact business. With URVARA's data quality optimization solutions, have the most efficient data.