Building Effective Scorecards

Data Value Management Series

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DISCOVER DEVELOP DEPLOY

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PRESENTATION OBJECTIVES

- ✓ UNDERSTANDING WHERE TO BEGIN
- ✓ HOW TO DISTINGUISH A SCORECARD FROM A DASHBOARD
- ✓ IDENTIFY WHAT SHOULD BE INCLUDED IN A GOOD SCORECARD
- ✓ DESIGN BASICS
- ✓ SHOW WHAT DOES A GOOD SCORECARD LOOK LIKE

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BEGIN AT THE BEGINNING – QUESTIONS!

When architecting a quality scorecard, one must consider purpose and outcomes. To understand where to begin and what to deliver, first ask some questions:

- ✓ Why - what purpose will the scorecard serve?
- ✓ Who - who is the recipient?
- ✓ What - what is being tracked or measured?
- ✓ When - how often will this be viewed?
- ✓ How - in what format should the scorecard appear?

Once these questions have been answered, one final question remains!

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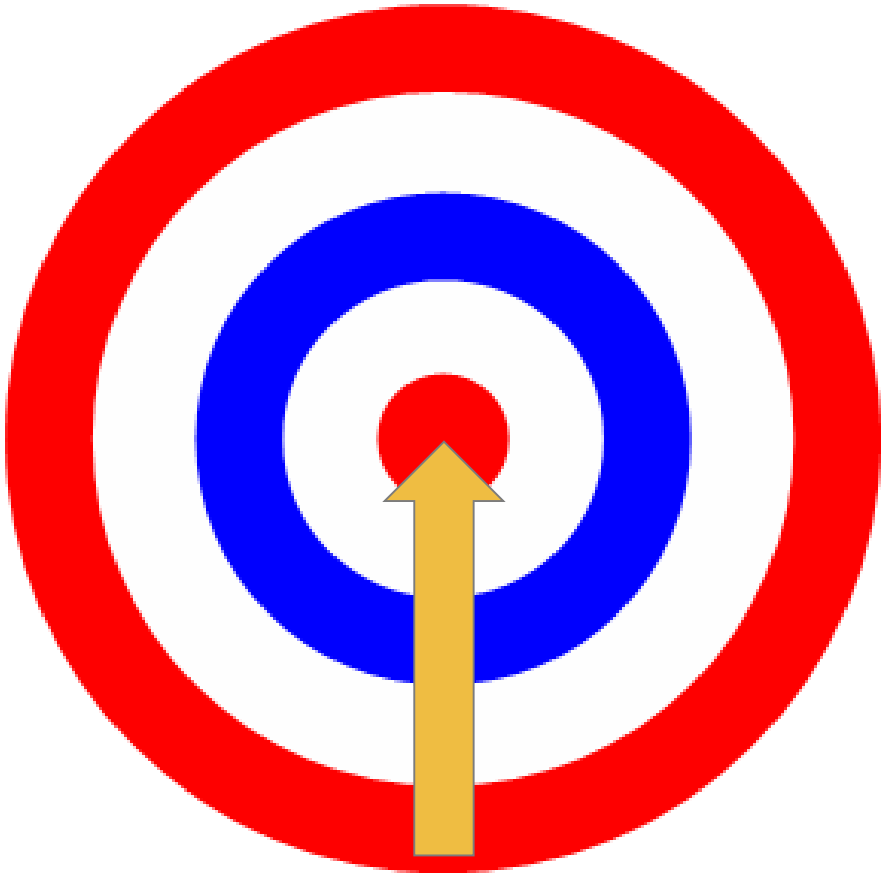
BEGIN AT THE BEGINNING – QUESTIONS!



What is/are the target(s)?

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WHAT IS A SCORECARD?

A scorecard is a visual or graphic representation of performance against objectives.

The difference between a dashboard and a scorecard in general, is that a dashboard presents current information on your operational performance while a scorecard shows your performance against a plan or set of objectives.

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SCORECARD TYPES

Objective	Sponsor	How	Measurement	Target
Master Data Management				
To obtain a single version of the truth	CIO	To enforce a master set of business rules for each key data subject area	For any subject area that is stored in more than a single system a quarterly comparison of value and volume metrics are run	Results within 5% across systems
Data Quality				
Data quality to be made part of everyday activity	CTO/CIO/CMO/COO	Develop a set of data quality processes that are run and monitored for the next 6 months	At least 10% of activity recorded against DQ timesheet codes	10%of team activity
Improve quality of data entering the data warehouse	CTO/CIO/CMO/COO	Develop a set of data quality processes that are run and continually monitored	Monitor the improvement of address accuracy	5% improvement year on year
Legislation & Data Protection				
Reduce the number of customer complaints associated with customer communication processes	CEO/CMO	Define and enforce new complaint management processes and monitoring	Number of complaints as a % of total customer communications	10% reduction in customer complaint volumes

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SCORECARD DESIGN BASICS

- ✓ Remember that simplicity works best
- ✓ Do not be too flashy (avoid the wild colors)
- ✓ Use graphics where useful
- ✓ Do not use abundant text
- ✓ Highlight the objectives
- ✓ Focus on the Measureables
- ✓ Make the targets easily identifiable

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SCORECARD EXAMPLES

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WHAT AM I LOOKING FOR?

Competitive Analysis Data Context	YTD Data	Last Year	Entire Data Set
% Records competitor data present for	80% (Of Total)	60% (Of Total)	20% (Of Total)
% of data with data usable for	70% (Of Total)	55% (Of Total)	10% (Of Total)
% Data needs cleaning	10% (20K Records)	5% (44K Records)	10% (400K Records)
Region with highest % of usable Data	Western US (95% Of Total)	Eastern US (80% Of Total)	Western US (48% of Total)
Product with highest % of usable Data	Sensors (90% Of Total)	Recorders (89% Of Total)	Printers (55% Of Total)
Vertical with highest % of usable data	High-Tech (98% Of Total)	High-Tech (85% Of Total)	Health Care (49% of Total)

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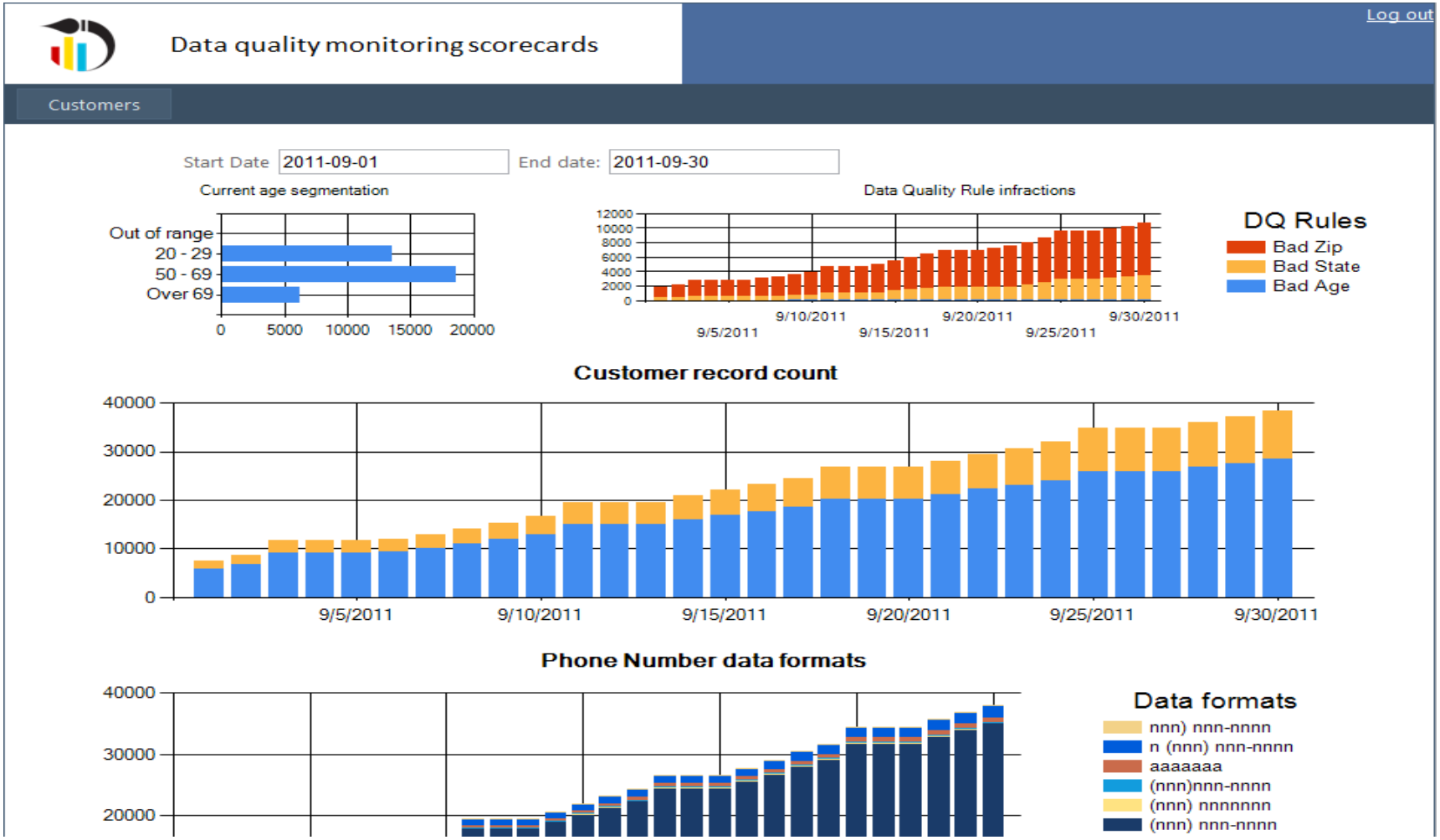
WHAT'S MISSING?



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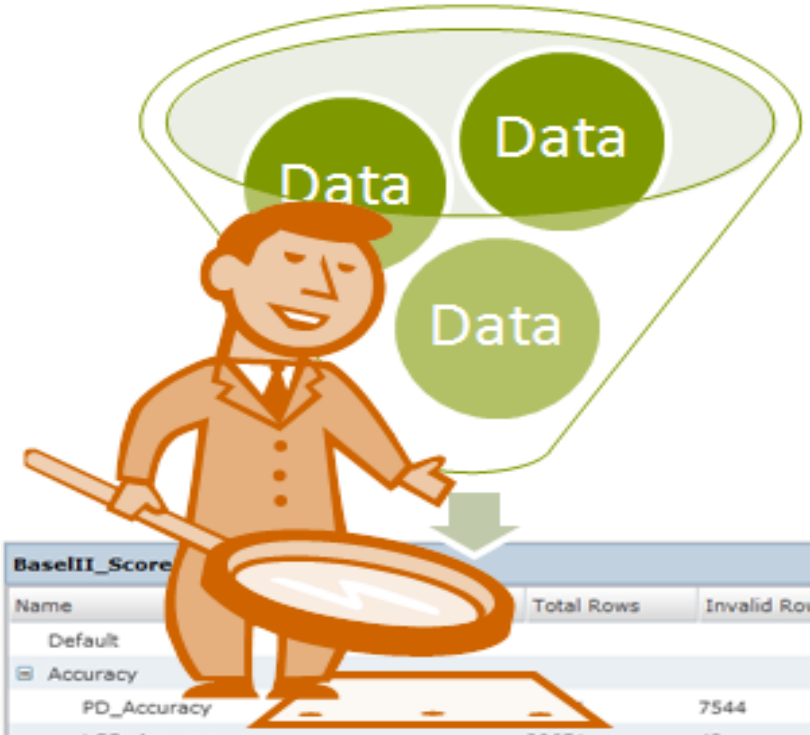
GETTING BETTER



"How far along is your organization in the data quality process?"

BaselII_Score

Name	Total Rows	Invalid Rows	Score	Score Trend
Default			-	-
Accuracy			0	
PD_Accuracy		7544	63.47	
LGD_Accuracy	20651	43	99.79	
EAD_Accuracy	20651	22	99.89	
Currency_Accuracy	20651	653	96.84	
Completeness			98.64	
cust_completeness	20651	22	99.89	
currency_completeness	20651	541	97.38	
Consistency			0	
Country_Consistency	20651	0	100	

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ALMOST THERE

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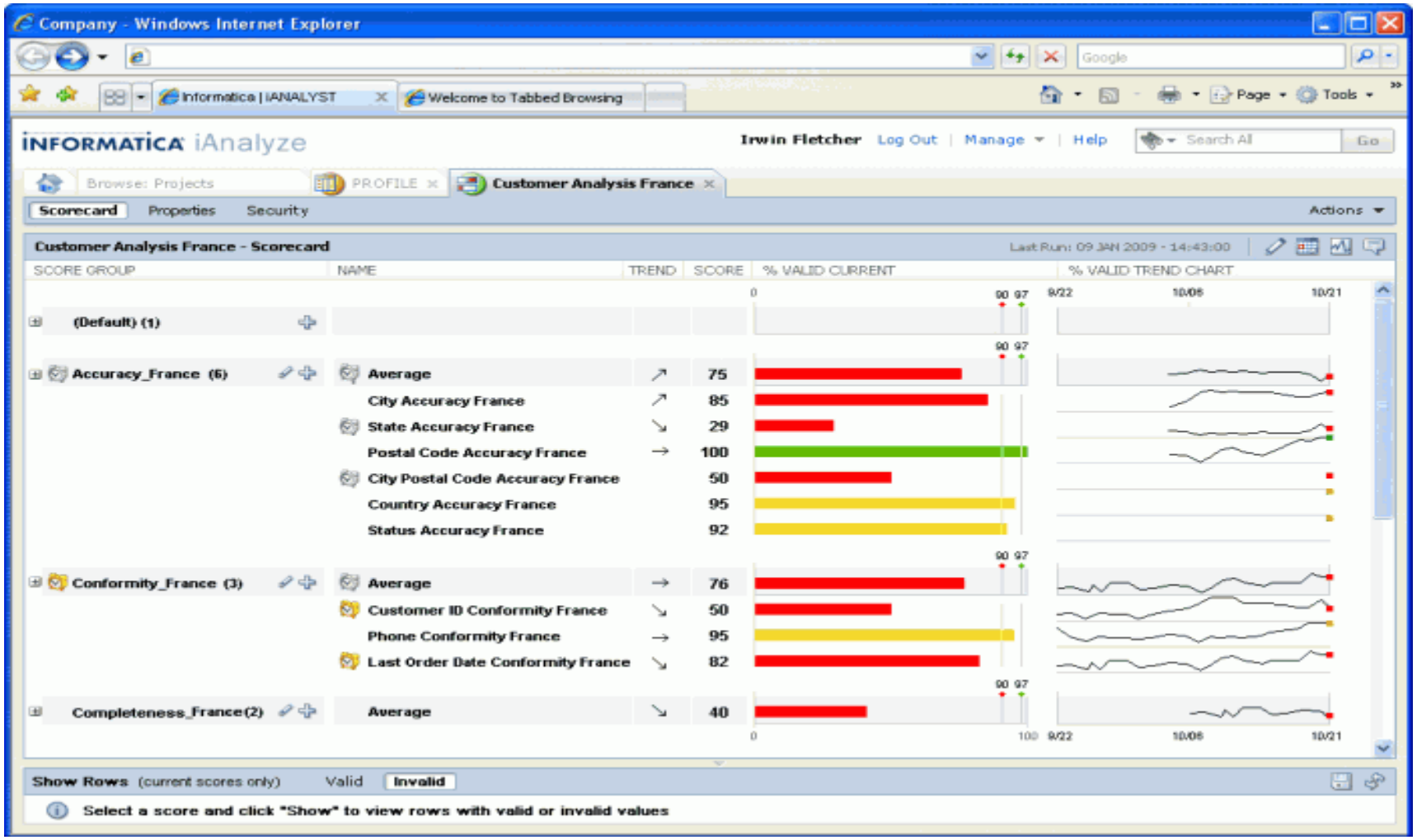
BINGO!!!!!!!



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TIP AND TECHNIQUE REMINDERS

- ✓ Understand the why
- ✓ Remember your audience
- ✓ Define your objectives
- ✓ Keep the design simple
- ✓ Focus the scorecard on measurement
- ✓ Measure to the objectives to the Targets

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QUESTIONS?

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THANK YOU!

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