

FIVE EASY STEPS TO CLEAN YOUR DATA



Article by TECHNO DATA GROUP

Organizations normally have multiple sources for gathering data and also multiple people handling it. All these keep adding into your database, which is a vital tool for any business. But while a database is very useful, it is also important to sort and get rid of unwanted clutter in it.

Cleaning the data can prove to be quite a cumbersome task and may even take up a lot of time and resources. Manual cleansing of the data process is a feasible option at hand, but if this process can be made more organized, then the task becomes easier and error free.

Here's a 5 step data cleansing process which can prove immensely useful for both weak and robust databases:



PLANNING

Prioritize the data that is most important to you. Then, start taking small steps and identify fields that are unique to your business and hence are useful to you. Fields like email address, phone, job title, role etc are important for your database and so it is worthwhile to make rules for cleansing of this high priority data and standardize these fields. Use automation wherever it is possible. For e.g. postal code and state codes should pop up automatically so that these are error free and addresses with you remain proper.





ANALYZING

Analyze the data that you have prioritized and check for the fields that are missing. Also, check for gaps that are present in the data that needs to be filled up. You may also consider some fields that are extra and can be culled down. After you have done this, you need to train your resources how to manually cleanse the data. Manual intervention is a must in the cleansing process and the extent of the manual intervention will determine the quality of the acceptable data that you will get.



AUTOMATION

Once you have got into the habit of cleaning your data and aligned the team of workers who will be doing the process, it is worthwhile to get an IT resource at hand and automate and standardize as many processes as you can. This is a one time job that will really keep your data healthy in times to come. You can then do automated data cleansing daily, weekly or monthly, depending on your need. The best part about automation is that any kind of data can, whether new or old can be put through the process.





APPENDING

Missing data needs to make its way into the database. You need to take this up as a onetime exercise and execute it fully. Use websites, Google or manual tele calling to get this job done. Techno Data Group replaces that lost or incorrect data that is insignificant to you. Also, adding on permission-based email addresses grants you the opportunity to reach potential clients quickly and cost effectively.



MONITOR

Going through the above mentioned four steps will make you realize the importance of the last step. Monitoring your data is extremely important, whether as a whole or whether individually. Bouncing rate of emails, response rates, click through rates, customer satisfaction surveys and campaign responses are some of the fields that you will need to keep in mind. Regularly monitor the health of your database because an accurate database leads to accurate implementation of business strategies.



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(302) 268 6889 | sales@technodatagroup.com | www.technodatagroup.com

Conclusion

Details like this may seem little but will make a big variation in minimizing future clutter, make more intelligible in day-to-day activities, make-better the accuracy of reporting. Data management is a continuous process and businesses cannot undermine its importance given the tough competition they face. After all, a good database is amongst the foremost things that gives you a head-start.

About Us

Techno Data Group is b2b marketing firm in Wilmington, Delaware focusing on business success. Our solutions comprise of complete database marketing solutions, market research insights and marketing services that secure your business with relevant leads to drive your business forward to achieve sustainable growth.

We work with some of the world's leading brands and Fortune 500 companies. We are proud to say that we are their preferred database partners.

Contact Information:

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