



# Data Management Process



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**Can help you clean 70%**

of the business data that decays every year!

Data management is an ongoing process, since data becomes outdated at a much faster rate. To make sure that your data is always fresh and in a usable form, a 6-step-process is used to transform raw data into complete data.

Given below is a detailed description of the 6-STEP-DATA-MANAGEMENT-PROCESS, we follow to make your data squeaky clean:



Raw Data



Data Management



Updated Data

# Data Management Process

## 01 | Data Appending

After receiving raw data from clients, missing information is then added to it from master database. Missing or incomplete fields like email addresses, SIC code, annual sales, revenue, location are affixed to existing database.

## 02 | Data Cleansing/ Scrubbing

We convert the appended data into standard format, and check for duplicate entries, incorrect spellings and inconsistent entries.

## 03 | Data De-duplication

At any point in time a number of duplicate records and redundant entries can be found in the database in multiple places. In this step, all inconsistencies in information are removed from the database.

## 04 | Data Verification and Validation

Data authentication & validation is undertaken to ensure that the appended data is correct. Details like phone numbers, emails & postal addresses are verified using manual, as well as automated process. Validation messages and follow-up calls are made to further strengthen the verification process.

## 05 | Data Segmentation

Data is collected and compiled to create targeted customer profiles. Further to increase data usability, database segmentation is done as per demographics and customer specifications. Database segmentation helps in understanding the target audience and improving customer engagement.

## 06 | Data Hygiene and Maintenance

In order to maintain proper data hygiene, we regularly add, delete, modify and update existing records in the database.

**Need Help to Clean-up Your Data?  
Contact us**