

Business Data Audit Report

Prepared for
Example Client

21st Nov 2016

Contact : **Client Named Contact**

Reference : **UK0001**



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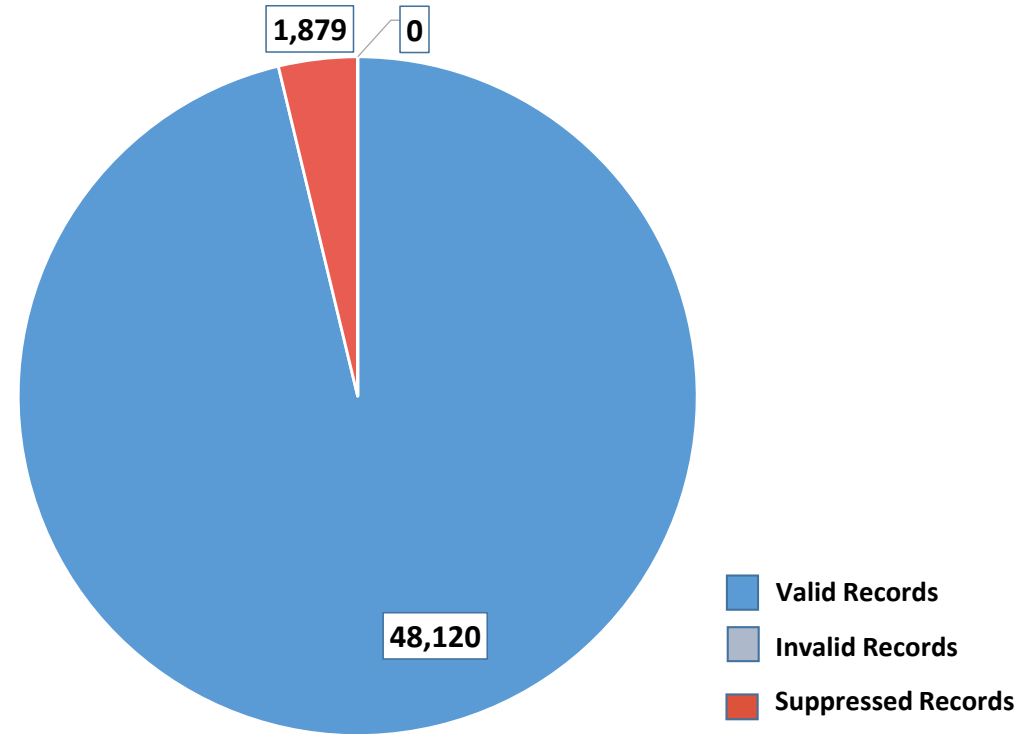
Part Two: Profile

- Enhancements
- Analytics
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- Contact Details

Overview

The following figures are a brief summary of the more detailed pages found within this document

Overall Information	Quantity	Invalid
All Records	49,999	0
Supplied name and address	49,999	0
Supplied email addresses	385	49,614
Supplied telephone numbers	28,299	
Poor Address Info	908	
Duplicates	34	
Industry Standard Business Suppressions	937	
Other Suppressions	0	
Valid Records	48,120	
Suppressed Records	1,879	
Invalid Records	0	



1,879 Records suppressed or invalid in total
96% of the file is mailable

Based on a DM campaign we have identified the following number of records that may not be suitable for mailing:

1,879

If we make an assumption that each pack is worth £1 on average for each mailing, this equates to a waste of:

£1,879

In addition to the potential cost savings, there is also your adherence to data protection principles in order to keep your database clean (through effective use of suppressions), and remove those that do not wish to receive DM.

Your customers experience with your communications will be enhanced when coupled with cleansed and deduplicated data.

Input Data Values

The following table details the key fields supplied together with the range of values in them, as well as the level of field population

No	Field Name	MinValue	MaxValue	PopulatedCount	NullCount	DistinctCount	Occupancy
1	id	EA576CF9-27B2	EA576CF9-27B2-49E4-868C-ED6BC07B9408	49999	0	49999	100.00%
2	crn		6859023	26145	23854	22810	52.29%
3	Company_Name	BP	ST GABRIEL'S AREA PARTNERSHIP ENABLING PLAY	49999	0	45864	100.00%
4	Address_Line_1		Aberdare Girls Lower Comprehensive School, Gadlys	49970	29	40973	99.94%
5	Address_Line_2		Phoenix International Industrial. Estate	26072	23927	17435	52.15%
6	Address_Line_3		Moreton Bay, Industrial Estate, Southend Arterial	7342	42657	5397	14.68%
7	Address_Line_4		Birmingham International Airpo	836	49163	683	1.67%
8	Town	PAR	KINGSTON UPON THAMES	49999	0	1352	100.00%
9	County		Kirkcudbrightshire	45805	4194	115	91.61%
10	Postcode	G1 2LW	LL20 7BT	49999	0	45009	100.00%
11	Tel_No		17614186174	43788	6211	43703	87.58%
12	coempband		A	49998	1	10	100.00%
13	TURN		A	49998	1	10	100.00%
14	UK92_SIC		1300	49981	18	445	99.96%
15	LOB		Manufacture and wholesale of display systems and c	49879	120	2177	99.76%
16	hq_ss_b	b	SS	49999	0	9	100.00%
17	PremisesType		Workshop & Repair Centres	49979	20	17	99.96%
18	fleet_cars		A	11162	38837	3	22.32%
19	fleet_vans_lcv		A	4370	45629	3	8.74%
20	number_of_pcs_IT_Phone_spend		A	24906	25093	10	49.81%
21	Title		Doctor	49808	191	15	99.62%
22	First_Name		Marie-Veronique	49826	173	3296	99.65%
23	Surname		Anstruther-Gough-Calthorpe Bt	49996	3	16409	99.99%
24	Jobtitle		Director of Health Housing and Adult Services	49825	174	371	99.65%
25	sdmemail		deputyharbourmaster@portauthoritykingslynn.fsne	3176	46823	3169	6.35%
26	fd_title		Miss	8084	41915	8	16.17%

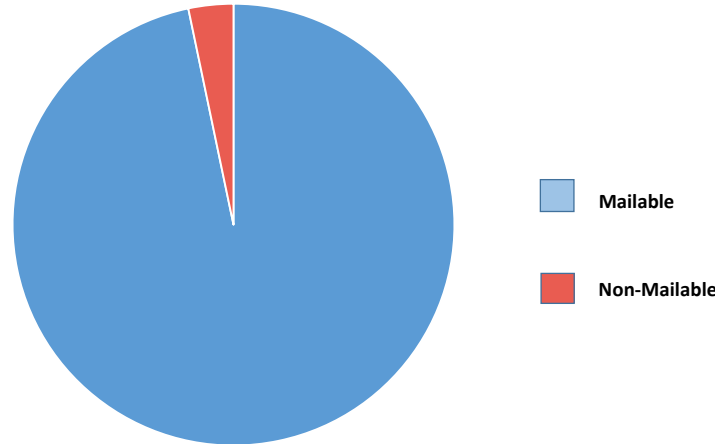
Address Validation

Before & After

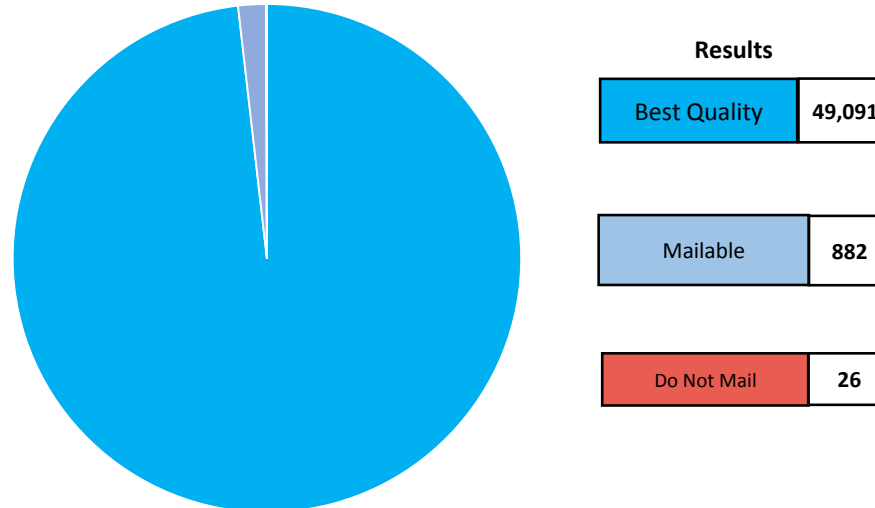
This page provides a summary of the quality of your data in its current state and then after our address validation process has been applied.

Before processing the number of mailable records were 48,358 which is 96.72% of your file. After processing it becomes 49,973 which is 99.95%. That is a change of 1,615 records

Before Clean		
Quality	Volume	%
Mailable	48,358	96.72%
Not Mailable	1,641	3.28%
Total	49,999	



After Clean		
Quality	Volume	%
Paf Validated	49,091	98.18%
Paf Fail (Mailable)	882	1.76%
Paf Fail (Unmailable)	26	0.05%
Foreign	0	0.00%
Total	49,999	



Results

Best Quality	49,091
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Best Quality records are PAF matches and **ideal for mailing**. After cleaning, this equates to **29,547 records** which is **78%** of your file.

Mailable	882
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Mailable records have all the important address elements but could not be found on the PAF file. These records should **still be considered for mailing** and after cleaning, equate to **6,076 records (16%)**

Do Not Mail	26
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Do Not Mail records are generally **not recommended to be mailed**. Significant key elements of the address are missing such as the town or postcode.

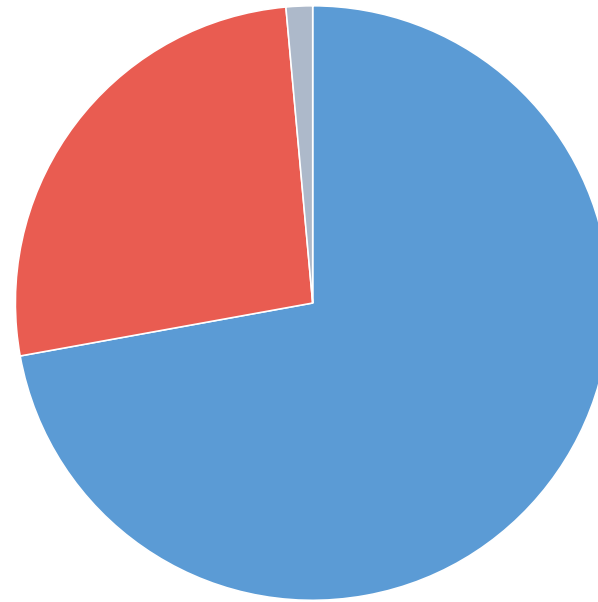
Name Quality



Male gender identified: 36,074

Female gender identified: 13,206

Unknown gender: 719



Records	A	B	C	D	E	F	G	H	Total	GOOD	GOOD %	OK	OK %	POOR	POOR %
49,999	32,881	8	16,916	2	25	0	163	4	49,999	49,805	99.61%	27	0.05%	167	0.33%

CODE	Quality Analysis Flag
A	SURNAME and FORENAME with KNOWN TITLE
B	SURNAME with TITLE and FORENAME
C	SURNAME with KNOWN TITLE
D	SURNAME and TITLE present
E	SURNAME and FORENAME present
F	FORENAME present
G	SURNAME present
H	Other

Duplicates

We have run the data through our deduplication routines and can identify the following duplicates:



Records in data:

49,999

Company Level Duplicates

83

Company level sample duplicate records

Mr M Michael Robb Oaklea Rock Park Road CH42 1PP NORTHERN PROMOTIONS LTD

Mr M Michael Robb Oaklea Rock Park Road CH42 1PP NORTHERN PROMOTIONS LTD

Mrs L L Finlay-Wilson Holwell Manor Barn Holwell OX18 4JS ENERGY PR

Ms L Louise Findlay-Wilson Holwell Manor Barn Holwell OX18 4JS ENERGY PUBLIC RELATIONS LTD

Mr J John Whiteside Station Yard St Annes Road West FY8 2JE THOMAS WHITESIDE RADIO CAR NO 3 LTD

Mr J John Whiteside Station Yard St Annes Road West FY8 2JE THOMAS WHITESIDE RADIO CAR NO 4 LTD

Mr R Richard Truelove 2 Triton Square Regent'S Place NW1 3AN ABBEY NATIONAL UK INVESTMENTS

Mr R Richard Truelove 2 Triton Square Regent'S Place NW1 3AN ABBEY NATIONAL BETA INVESTMENTS LTD

Mr G Gary Dixon St. Helens Way IP24 1HG GARMET HOLDINGS LTD

Mr G Gary Dixon St. Helens Way IP24 1HG GARMET LTD

Mr J Jeremy Evans 85 Gracechurch Street EC3V 0AA NAMECO NO 514 LTD

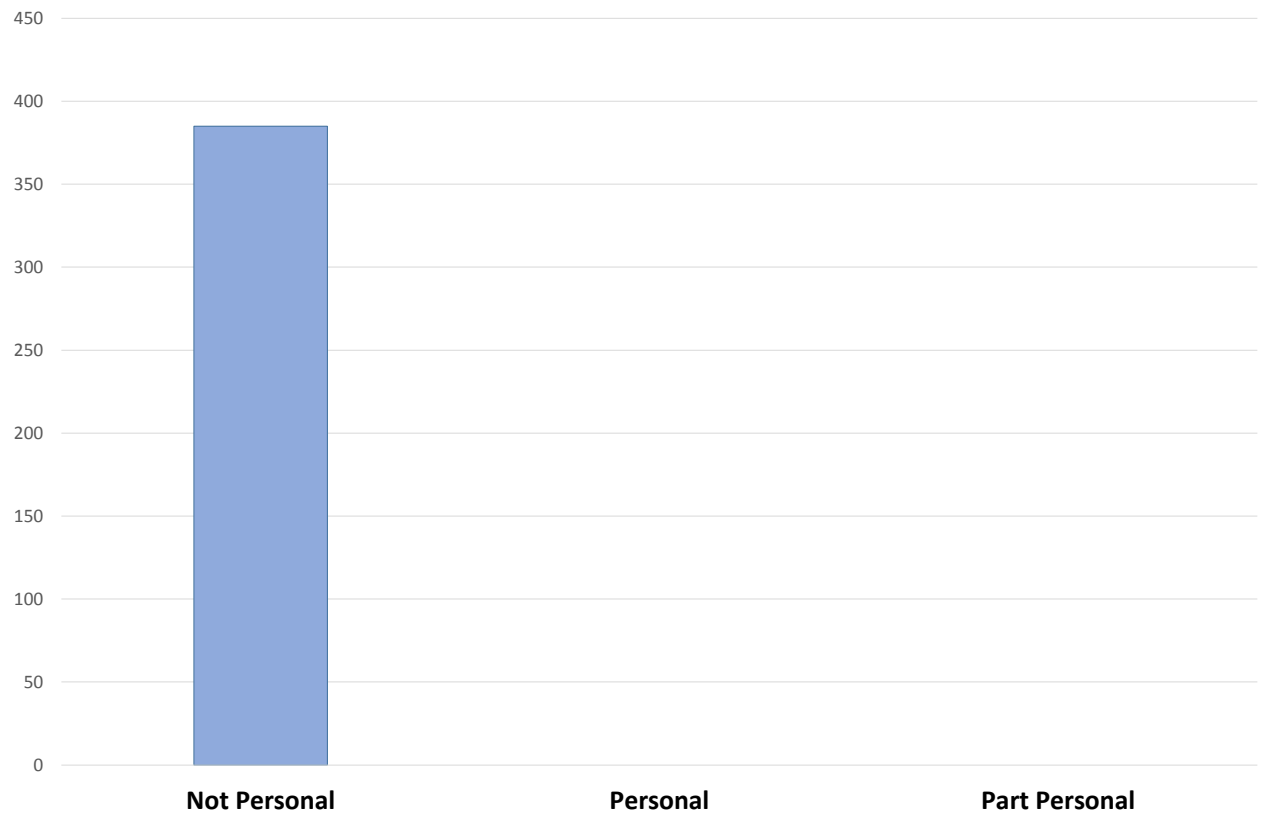
Mr J Jeremy Evans 85 Gracechurch Street EC3V 0AA NAMECO NO 68 LTD

@ Email Analysis

Our email validation tool analyses the email data string to check for format and domain validity as well as breaking down the types of email addresses supplied

Records in file	Populated	Valid (normal email addresses)	Valid (free email addresses eg. hotmail etc)	Invalid
49,999	385	378	7	0

No name / not personal	Personal (Email matches supplied name/s)	Part-Personal (Email partially matches supplied name/s)
385	0	0





Telephone Numbers

The counts combine all supplied telephone fields. All mobile, telephone and fax numbers have been standardised in order to be consistent throughout the file.

Please note that this process does not determine whether the number exists. Instead it checks the numbers according to common number formats for a given country, identifies those that are probably invalid and reformats the telephone number field.

We have passed the supplied telephone numbers through a format check process and have identified the following:

Country	Records	Telephone numbers supplied	% Populated	Valid format/number of digits	% Valid	Unverified format/number of digits	% Unverified
United Kingdom	49,999	28,299	56.60%	27,485	97.12%	814	1.63%



Obscene Keywords

Our Obscene Keyword search flags records with possible expletives or issues.

We analyse the data fields separately to improve accuracy e.g. Jesus Christ may well be valid as part of a church name, however not expected as an individuals name.

Please note, not all of the below may turn out to be expletives - only a manual check can confirm. For example:

Mr George Balls - Likely to be a valid name

Mr Hairy Balls - Likely to be an invalid name

Total potential Obscene Keyword records found:

16

Examples:

Name / Address / Company

Mr Alastair Balls West House B70 8EG ALZHEIMERS SOCIETY

Mr Alastair Balls International House BS15 8LX ALZHEIMERS SOCIETY

Mr Alastair Balls 31 Barras Green CV2 4LY ALZHEIMER'S SOCIETY

Mr David Berk Grange House FY1 6DJ BLACKPOOL CAR CENTRE

Mr D Tart 222-224 Breck Road L5 6PX CASH CONVERTERS

Mr Trevor Beaver 2 Hawthorne Street LE3 9FQ BEAVER SCREENS FRANCHISE LTD

Ms Linda Gummer High Street LL18 2UA LETTERBOX RECRUITING LTD

Mr L Reich Gainsborough House M1 6DN COUNTRYWIDE AMALGAMATIONS

Mr Julian Hammer Dunlyn Cottage Clophill MK45 4BT HAMMER BRICKLAYING LTD

Mr Christoph Hammer 11-59 High Road N2 8AW GOLDEN ARCHES INVESTMENTS LTD

Mr Alastair Balls Silk Cutters House NR33 9NA ALZHEIMER'S SOCIETY

Mr Bernard Hammer 47 Highfield Avenue NW11 9EU HAMMER'S ESTATE OFFICES LTD

Mrs P Reich 7 Princes Parade NW11 9PS NORMANS

Ms Emma Beaver New Road SY8 2LS SHROPSHIRE BUILDING SUPPLIES LTD

Mr David Reich 48-50 Monson Road TN1 1LP L REICH & SONS LTD

Mr David Crapper 93 Victoria Road YO11 1SP NUTMEG CAFE

Contact Channels

We've been able to match **38,500 records (77%)** of the file to Orchard Business. We can enhance matched records with SIC, Number of Employees, Turnover and Contact Details

As part of the audit process, we have analysed how many telephone numbers and email addresses can be used for marketing, allowing you to target your customers through several channels to improve campaign performance



Telephone Numbers

Total Records: 49,999
Numbers Supplied: 28,299

57% of records have a phone number

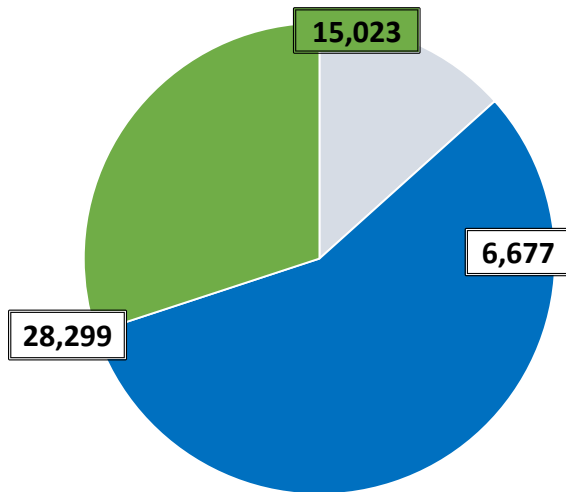


Emails

Total Records: 49,999
Emails Supplied: 385

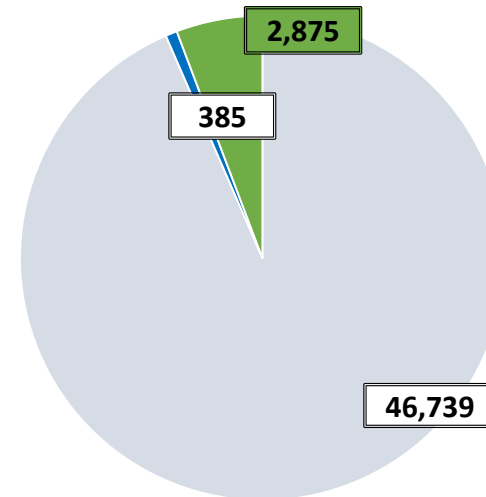
1% of records have an email address

Breakdown of Numbers



No number/email supplied - and no matches to greenstone's list of numbers either
Supplied in correct format
Extra numbers/emails that can be appended from Orchard Business

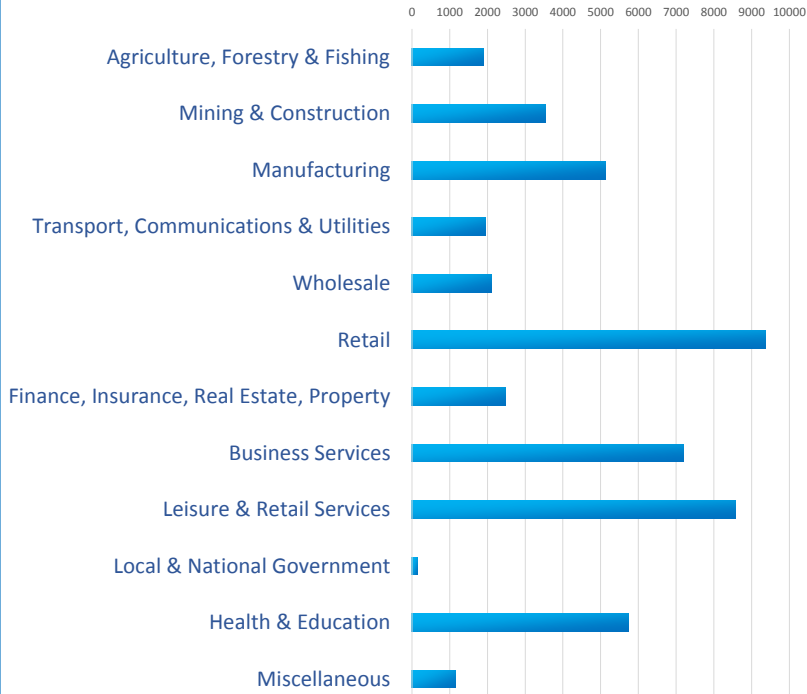
Breakdown of Emails



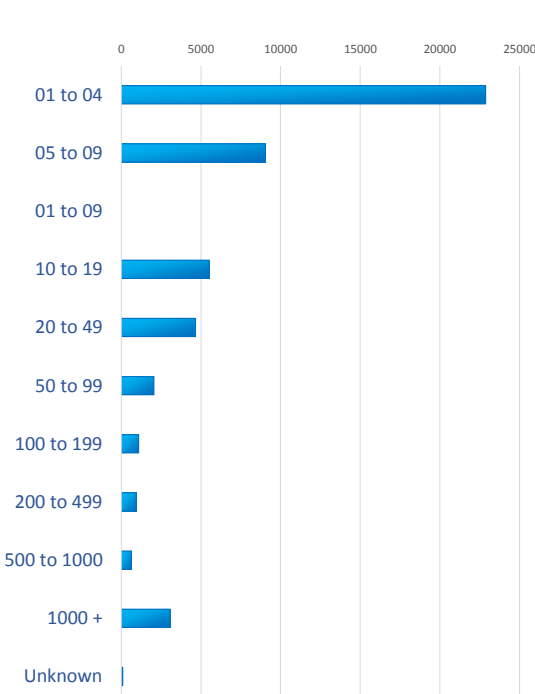
Profile

Using the enhanced data, we are able to create a basic profile of the supplied records

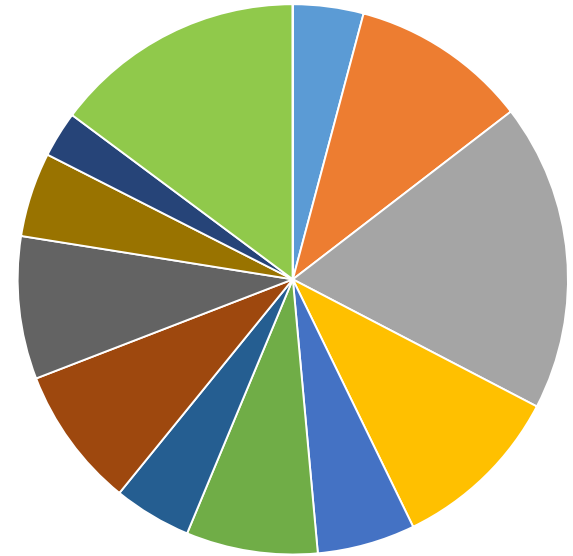
Industry Breakdown



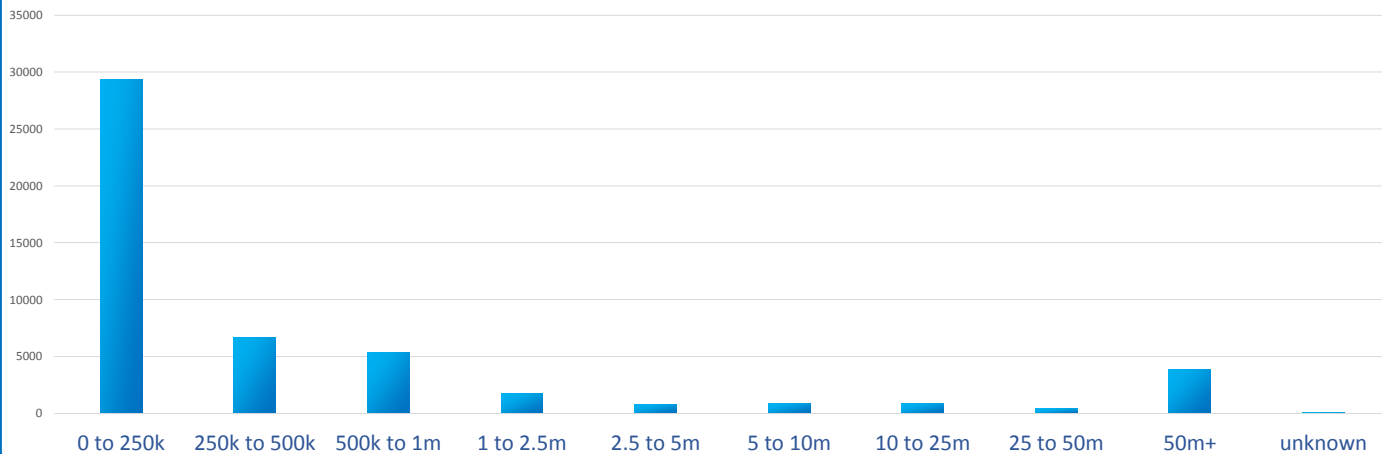
Employee Band



Location



Turnover Band



- North
- North West
- South East
- South West
- East Midlands
- West Midlands
- East Anglia
- Yorkshire & Humberside
- Scotland
- Wales
- Northern Ireland
- Inside M25
- Channel Islands

OrchardTM

Business

The profiling and extra information that we can append is powered by the Orchard Business Database

What is Orchard Business?

- A multi-sourced UK Business file offering unbeatable coverage of the UK
- 2.9 million UK businesses
- 2.5 million business sites
- Over 3.4 million business contacts
- Extra contact info available e.g. [phone/email/job title](#)





**UNCOMMON
KNOWLEDGE**

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