



# IS YOUR DATA SECRETLY COSTING YOU MILLIONS?

*(Psst ... here are 7 signs that  
your data is bad and could be  
derailing your business.)*





# POOR DATA QUALITY CAN STIFLE A CPG'S GROWTH

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It can also cause costly mistakes,  
damage retailer relationships,  
and blur your competitive edge.

*Ready to spot the warning signs?  
(And do something about them?)*



## SIGN #1

# DUPLICATE AND REDUNDANT DATA

Multiple entries and repeated info lead to confusion, inflated numbers, and increased storage costs.

*Eliminating duplicate data is the first step to clarity and efficiency for all departments.*



### DID YOU KNOW?

Various research states that duplicate records can account for an average of 10%-30% of all data in an organization.



SIGN #2

# INCONSISTENT DATA FORMATS

Inconsistent data structures, measurement units, and naming conventions can turn analysis and decision-making into guesswork.

*Align your data for reliable, actionable insights for all SKUs and stores across all retailers.*



## SIGN #3

# OBSOLETE DATA

Outdated and irrelevant info results in misguided decisions that don't reflect current realities or possible solutions.

*Keep your data—and decisions—fresh to operate strategically and stay ahead of the curve.*



### DID YOU KNOW?

According to Forbes, B2B data decays at a rate of 70% per year.



## SIGN #4

# MISSING DATA

Gaps in key information from inadequate data ingestion and integration can disrupt operations and cause product delays.

*Ensure complete and efficient data collection and harmonization to fill in the blanks for seamless processes and optimal decision-making.*



## SIGN #5

# DATA SILOS

Isolated data pools and reporting hinder collaboration and create reporting discrepancies and conflicting insights.

*Break down silos to ensure trust in reporting and analytics, unlock unified insights, and enhance internal and retailer collaboration.*



### DID YOU KNOW?

A McKinsey report found that employees spend 1.8 hours every day on average—searching and gathering information.





SIGN #6

# LACK OF STANDARDIZATION

Inconsistent data collection, labeling, and categorization skew data interpretation and business metrics.

*Standardize your data and ensure consistency for accurate demand planning, sales forecasting, and marketing initiatives.*



## DID YOU KNOW?

Forrester research estimates that 21 cents of every media dollar spent is wasted due to poor data quality.





## SIGN #7

# HIGH ERROR RATES

Manual data entry errors and system misalignments distort your view and can affect other systems and applications.

*Prioritize precision to drive improved demand forecasting, trade promotion optimization, and increased sales.*





# THE COST OF IGNORING BAD DATA

Neglecting data quality issues and making strategic business decisions based on unreliable data can lead to significant consequences for CPGs, retailers, and consumers:

- Lost Growth Opportunities & Financial Losses
- Supply Chain & Replenishment Inefficiencies
- Increased Operational Costs
- Damaged Brand Reputation
- Reduced Customer Trust & Loyalty





# 4 STEPS TO ADDRESS BAD DATA & MINIMIZE ASSOCIATED COSTS

Improving retail data quality, despite the data source and format, requires proactive measures:

Invest in Data Quality  
Tools Like VELOCITY®

Establish Data  
Governance Practices

Foster a Culture of Data  
Responsibility & Cross-  
Functional Collaboration

Implement Ongoing  
Data Monitoring





# THE BACKBONE OF SUCCESS & GROWTH

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Clean, unified, up-to-date retail data  
is essential for modern CPG companies  
and emerging brands to operate  
intelligently, efficiently, and profitably.

*It's time to transform poor, unreliable data  
into your key business asset for driving growth.*





# LET US HELP YOU TAKE THE FIRST STEP

Recognizing the 7 signs of bad data  
and understanding the associated costs  
is the first step in addressing this challenge  
and unlocking a company's full potential.

Contact us today to start building a reliable data foundation  
with our VELOCITY<sup>®</sup> data platform, and enhance your analytics,  
insights, and critical decision-making.



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