

The Project:

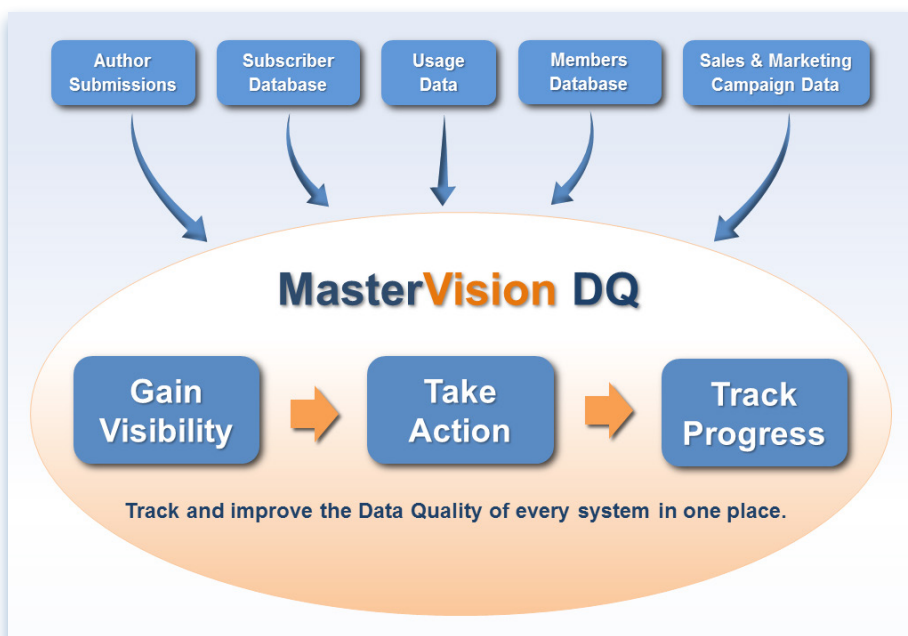
BMJ have been using MasterVision to provide a single customer view since 2006. In 2013 BMJ beta tested a new Data Quality service within MasterVision which provides complete analysis and reporting on the quality of customer data.

Following feedback and development, BMJ are now using MasterVision DQ to report on the overall quality of their data, to enhance and cleanse their data within MasterVision and to identify issues and fixes at source.

- BMJ recognise the value of data to their business, and have invested in an in-house analysis and reporting team who use MasterVision as one of their core systems.
- BMJ have found that using MasterVision DQ is a cost effective and efficient way to undertake data quality analysis of multiple data sources at once.
- DataSalon worked with BMJ to tailor the DQ module to their requirements and have incorporated feedback on analysis and reporting features into the finished product.
- MasterVision DQ is now integrated into BMJ's MasterVision site and provides monthly quality reports for 21 different data sources.
- MasterVision DQ reports on data validity, completeness, frequency, recency and more.
- High level overview reports are available, as well as detailed drill-down reports for each data source and field.

BMJ are committed to investing in the quality of our data as an important asset for the entire organisation. Addressing data quality via MasterVision provides us with an excellent, cost effective way to audit the current state of our data and to help us decide where we target our resources to drive data quality up. DataSalon have lived up to their usual high standards of service and technical insight whilst we have been beta testing MasterVision DQ, and we are now getting real value and insight from the finished product.

David Hutcheson,
Marketing Analysis & Reporting
Manager, BMJ



About BMJ:

BMJ advances healthcare worldwide by sharing knowledge and expertise to improve experiences, outcomes and value. Along with our world renowned flagship title, The BMJ, we also offer nearly fifty specialty journals and a world-leading collection of digital professional development resources. Our unique digital tools help healthcare professionals support their decisions, interpret clinical data and improve the quality of healthcare delivery.

The screenshot shows the MasterVision interface with a 'Data Quality Overview' section. It includes a navigation bar with 'Home', 'Search', 'Dashboards', and 'Uploads'. The user is logged in as 'staff@datasalon.com'. The overview text states: 'This high-level summary is based on the priority fields from each source. Click on the help icons next to each heading for further details.'

Source	Quality	Summary	Problem Fields
Registrations	76.9% (Yellow)	5 fields looking good! 6 fields with significant issues	Region, Email, Interests and 3 others
Subscriptions	92.4% (Green)	12 fields looking good! 1 field with significant issues	Email
Usage	81.9% (Yellow)	8 fields looking good! 1 field with significant issues	Product Category
Turnaways	99.9% (Green)	2 fields looking good! No fields with significant issues	
Online Shop	62.5% (Red)	8 fields looking good! 5 fields with significant issues	Region, Address 1, City and 2 others
Pay Per Article	56.7% (Red)	4 fields looking good! 10 fields with significant issues	Region, Address 1, Postal Code and 7 others
Newsletters	60.5% (Red)	3 fields looking good! 6 fields with significant issues	Last updated on, Region, Address 1 and 3 others
Authors	66.6% (Red)	5 fields looking good! 4 fields with significant issues	Title, Interests, Region and 1 other
Campaigns	56.8% (Red)	4 fields looking good! 8 fields with significant issues	First name, Title, Email and 5 others
Ringgold	78.2% (Yellow)	5 fields looking good! 3 fields with significant issues	Staff, Size, State

Export this Table

MasterVision DQ provides an at-a-glance overview and scoring of data sources with easy to understand traffic light indicators. Users can click through to more detailed reporting on each data source and field.

Key Benefits:

- BMJ now have a high level of visibility of quality across multiple source systems at the click of a mouse, enabling a level of insight and data governance not previously possible.
- Problems highlighted by the DQ analysis have resulted in BMJ investing in initiatives to improve overall data capture and quality at enterprise level.
- Automated cleansing has enhanced existing customer records in MasterVision - resulting in cleaner and more consistent data being available for campaigns and reporting.
- All of the above has been achieved with minimal staff resource from the BMJ as the quality analysis is undertaken by DataSalon within MasterVision.
- The overall cost of a similar data quality analysis of all 21 data sources outside of MasterVision would have been many times more.

About DataSalon:

DataSalon are the experts in customer insight for publishers. We clean and connect all of your data into a single customer view for every individual and institution (combining subscriptions, authors, usage, and more). We pride ourselves on excellent service, and our cloud-based product MasterVision is fast, flexible, and backed by first-class support. Publishers such as AMA, BMJ, IOPP, OUP and RSC all rely on MasterVision to help drive new sales, inform future strategy, and provide accurate insight to the whole organisation.