**Hemant Ghodke**

0:00  
Hi, could you please start by telling us your name and where you're from?

0:04  
I'm Hemant Gorke, I'm here in Dubai working as CDM and protocol.

0:11  
And can you provide an example where incomplete data had an impact on your work or project timelines in your region?

0:19  
Yeah, we have a lot of cases where data is very, very important part and whenever, whenever we have missing or incorrect data in both the cases we have different impacts and it goes towards you know quite simplistic impact to quite a larger impact.

0:35  
So depending on the quality of data or the importance of that data field which we are talking about, it becomes very, very critical for us to have correct data.

0:47  
For example, if we have reorder point in material master, if if that field is entered with a wrong quantity, you know you can order lot of material unnecessary and pile up your inventory.

1:02  
Just as an example here, has poor data quality ever impacted your reporting systems?

1:08  
It always does.

1:09  
Rather I will say that if we have wrong quality or false quality or missing quality of data, we always have some or other impact on data quality.

1:20  
And you know just to make things very, very bad, any quality of data or any missing data gives finally the impact somewhere into result analysis and somehow hence into financials or company financial and reporting here.

1:35  
So for me data quality has to be 100%.

1:40  
There is no alternatives of having you know quality of the data back there.

1:46  
Thank you.

1:47  
And what steps or initiatives could be taken to improve data quality?

1:51  
First of all, awareness between the user community.

1:54  
Because if every person, even the last person who is working on the system or who is touching the system, whether they are creating or using, they should understand importance of each and every field, what we have in the system.

2:08  
So that you know they can, whenever they notice something, they can immediately raise a flag and we can improve the solution.

2:14  
We should have quite significantly improve, you know, improvement in natural behavior of the system by putting some kind of control or you know, we need to also have some KPI, some dashboards which shows if there is KPI or or data, where they where they go.

2:38  
Thank you very much.

2:39  
Thank you.