**Anil**

0:01  
And what is your name?

0:03  
My name is Anil, coming from Kuwait.

0:07  
I'm taking care of the MMM module for a month.

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

0:19  
Yes, if I take it up on the very least master data itself.

0:25  
In the vendor master data, the e-mail IDs are not updated which is affecting our business.

0:32  
And have there ever been times where poor data quality led to misunderstanding or confusion with stakeholders or clients in your region?

0:40  
Yes, the quality when when the cost is not allocated properly.

0:48  
So that is affecting the business and what steps or initiatives could be taken to improve data quality?

0:58  
Well, it should be taken very seriously.

1:03  
Plus, what can we do better to improve data quality?