

DATA QUALITY AUDIT REPORT

GENERAL INFORMATION

Original file name	: File_Name.csv
Date processing commenced	: Wed 17 Dec 2014 11:41
Rows in original file	: 94,703

ADDRESS CLEANSING

- Number of addresses automatically appended a DPID (1st pass) : 80,709**
 Percentage appended a DPID (1st pass) : 85.22% of 94,703
- Number of addresses cleaned to append a DPID (2nd pass) : 4,741**
 Percentage cleaned to append a DPID (2nd pass) : 5.0% of 94,703
- Total number of addresses with DPIDs used in processing : 82,317**
 Percentage with DPIDs used in processing : 86.94% of 94,703

CHANGE OF ADDRESS

- Number of your customers who have changed address : 10,546**
 As a percentage of rows in the original file : 11.13% of 94,703)
- Number who have changed address and gave consent : 4,653**
 As a percentage of rows in the original file : 4.91% of 94,703)
- Number who have changed address but did not give consent : 5,893**
 As a percentage of rows in the original file : 6.22% of 94,703)

LEFT ADDRESS

[Number of your moved customers who have not given consent but can be flagged and suppressed from your mailing list]

- Number of Left Address customers : 4,937**
 As a percentage of rows in the original file : 5.21% of 94,703

DECEASED ESTATE

[Number of your customers who can be identified as having passed away]

- Number of deceased records found : 1,034**
 As a percentage of rows in the original file : 1.09% of 94,703