

Data Scorecard

Is Your Data Insight Ready?



Rate each statement from 1 (Strongly Disagree) to 5 (Strongly Agree). Tally your total score at the bottom.

	Statement	Score
Data Access & Availability	We can access all key data sources (retail portals, syndicated data, shipment, etc.) promptly.	
	The data we receive is consistently available in expected formats and timeframes.	
	We have centralized storage and easy retrieval for historical data.	
Data Structure & Consistency	Product and retailer hierarchies are consistent across data sources.	
	We utilize a standardized taxonomy for defining products, channels, and customers.	
	Manual alignment or re-mapping of data is rare or unnecessary.	
Cleanliness & Processing	Minimal manual effort is needed to clean and prepare data before analysis.	
	Data anomalies (e.g., missing weeks, inconsistent units) are automatically flagged and addressed.	
	Different data sources align on a standard time dimension (week, month, and period).	
Insights Readiness	Analysts spend more time analyzing than preparing data.	
	We can easily produce cross-source views (e.g., NielsenIQ + Circana RMS) without rework.	
	Our data is trusted and used widely across marketing, sales, and finance teams.	
	TOTAL:	

Score	Level	What it Means
45 - 60	High	Your team is insight-ready; Minor improvements may help you scale faster.
30 - 44	Medium	Some progress made, but bottlenecks exist; Review alignment & automation opportunities.
< 30	Low	High manual effort, inconsistent inputs, and delayed decisions; A reset is recommended.

What could better data unlock for you?

Share your completed scorecard with the Optia team, and we'll assess your current state and recommend specific, high-impact improvements, from streamlining prep to harmonizing sources and enabling faster decision-making.

