



5 things you need to know about

Dirty Data

Introductions

Hello, nice to meet you.



Briar DeHaven

New Accounts Director
Ntara



Aaron Jestrab

Technical Business Analyst
Ntara



Misti White

Ecommerce Manager
Royal Brass & Hose



Dedicated

solely to inRiver's PIM Solution



1999

year founded



Full-Service

digital agency

Headquartered in Johnson City, TN

Asheville & Charlotte, NC



In Production

on inRiver iPMC



1949

year founded



90k

distributed parts

Headquartered in Knoxville, TN

Distribution Centers Across the South

Personal Example





Ozery Bakery, One Bun Rolls Multi Grain Whole Grain, 21 Ounce

by Ozery Bakery

Price: **\$4.99** (\$0.24 / Ounce)

In Stock.

Ships from and sold by Whole Foods Market.

- Multi Grain Bun
- Ozery Bakery
- Whole Grain
- pH balanced and gentle enough for everyday use, even on color or chemically treated hair



Quantity: 1

Add to cart



87%

of buyers said they would be unlikely to repeat a purchase with a vendor who provided inaccurate product information.

Source: [ShotFarm](#)



1

Product/Item Segmentation

2

Duplication

3

Consistency

4

Completeness

5

Marketing Content





VAGUELY AWARE OF SOCIAL NORMS



Womens

Women's T-Shirt

~~\$25~~ **\$19**
Regular

~~\$28~~ **\$22**
Extra Soft

~~\$35~~ **\$28**
Premium

Our regular tee is an everyday staple. This classic tee features perfectly seamed sides, a set-in collar, and 1x1 Baby Rib construction that is highly elastic and retains its shape - giving your wardrobe the upgrade it deserves. 100% cotton (except Heathers)

White Regular Fit [size info](#)

S

M

L

XL

XXL

ADD TO CART

Product

Item



*Over
80%*

*of companies are NOT
CONFIDENT in their product data.*

Source: <https://ecommerceandb2b.com/struggling-bad-product-data/>



Market the Product

Sell the Item



Part#	Description			Weight	QtyBox
4C100HCS5		1/4-20X1 HEX CAP SCREW GR5 COARSE		0.0174	100

Product

Item

Part#	Description				Weight	QtyBox
4C100HCS5		1/4-20X1	HEX CAP SCREW GR5	COARSE	0.0174	100

Product				
Product ID	Description	Head Shape	Thread Type	Grade
FA107-1001	Cap Screw	Hex	Coarse	5

Item					
Part #	Weight (lbs)	Diameter (in)	Thread Pitch	Length (in)	Pkg Qty
4C100HCS5	0.0174	1/4	20	1	100

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1

Product/Item Segmentation

Why this matters:

- Data placed where it belongs
- Saves you massive amounts of time
- Avoid data duplication
- Easier enrichment
- Enables clearer & powerful product search for customers



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Marketing Content



Product/data teams waste up to

50%

of their time dealing with mundane data quality issues.

Thomas C. Redmon, *Data Driven*





Product	Product ID	Title	Series
	AG104-2001	Spring Lock Ratchet Clutch	2
	AG104-2001	Spring Lock Ratchet Clutch	4

Product	Product ID	Title	Series
	AG104-2001	Spring Lock Ratchet Clutch	2
	AG104-2001	Spring Lock Ratchet Clutch	4

2 Series



4 Series



- Same Product Descriptions
- Used for same Applications
- Provide the same Benefits
- **DIFFERENT: SKU & Fitment**

Duplication

Why this matters:

- Accurately load data
- Avoid data loss
- Avoid inaccuracy & confusion
- Save time



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Marketing Content



The cost of bad data is an astounding

15%-20%

of revenue for most companies.



Product Id	Product Material Finish
AD101-8004	Zinc with Yellow Chromate
AD101-8005	Zinc with Yellow Chromate
AD101-8006	Zinc Plated with Yellow Chromate
AD101-8007	Zinc Plated with Yellow Chromate



Material Finish



- ☐ Zinc Plated with Yellow Chromate (16)
- ☐ Brazed (8)
- ☐ Zinc with Yellow Chromate (5)

Consistency

Why this matters:

- Reduce redundancy
- Maintain clear data appropriate to usage
- Establish standards for future data loads
- Established standards = accountability



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Marketing Content





30%

have abandoned an online shopping cart due to poor product descriptions.

Source: [Shotfarm](#)





Number	Description	Diameter	Unit Of Measure
571-9000	7" OVERRUNNING CLUTCH 9000 LBS.	7	
57112000	7" OVERRUNNING CLUTCH 12000 LBS.	7	
FP4725	FRICTION PAD 2.5 ID X 4.75 OD	2.5	IN

Number	Description	Diameter	Unit Of Measure
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FP4725	FRICTION PAD 2.5 ID X 4.75 OD	2.5	IN

Item Number	Package Quantity	Division	Inside Diameter
<input type="checkbox"/> 57112000		3	70
<input type="checkbox"/> 57115000		3	70

(in)

Completeness

Why this matters:

- Improve data reliability
- Reduce returns
- Reduce customer service requests/calls
- Complete datasets = increased customer trust
- Data completeness sells products



1

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Completeness

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Marketing Content





40%

*of buyers have returned an online purchase
because of inaccurate product content.*

Source: <http://www.shotfarm.com/the-impact-of-poor-product-content/>



ProductID	Product Title
AG103-1005	55 Series Driveline Assembly 80' CV Cat6 - North American



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Short Description

Product / Item Images

Long Description

Benefits

Features



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Long Description

Benefits Features

Product / Item Images



Service and Repair Guides

SERVICE INSTRUCTIONS

1

Clean and grease bushing groove before the bushing is placed in the groove. Grease any remaining bushings in guard.

2

Slide guard half over drive shaft and insert bushing tabs into the openings in the guard.

3

Turn the bushing until it engages into the guard.

4

Push Easy Lock clip into position. The bushing and guard are now secure.

5

TO REMOVE GUARD - Use screwdriver to release Easy Lock clip. Turn the bushing to disengage from the guard and remove guard.

IMPORTANT

CHECK THAT **GUARD MISSING** DECAL ON STEEL TUBE UNDER INNER GUARD AND **ROTATING DRIVE SHAFT** DECAL ON OUTER GUARD ARE FIRMLY AFFIXED, UNDAMAGED AND READABLE - **IF NOT, REPLACE.**

DANGER

POSSIBLE OFFER SHARP POINTS OUTWARD DIRECTION
KEEP AWAY!!

DO NOT OPERATE MACHINERY
IF THE EASY LOCK CLIP IS NOT
FIRMLY SECURED IN THE
EASY LOCK CLIP. IT CAN
LOOSELY MOVE AND CAUSE
A FALL OR INJURY TO THE
OPERATOR. ALWAYS CHECK THE
EASY LOCK CLIP ADAPTERS.

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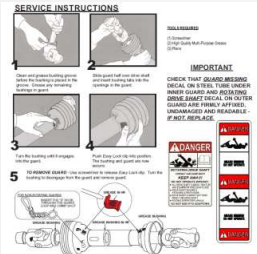
Long Description

Benefits Features

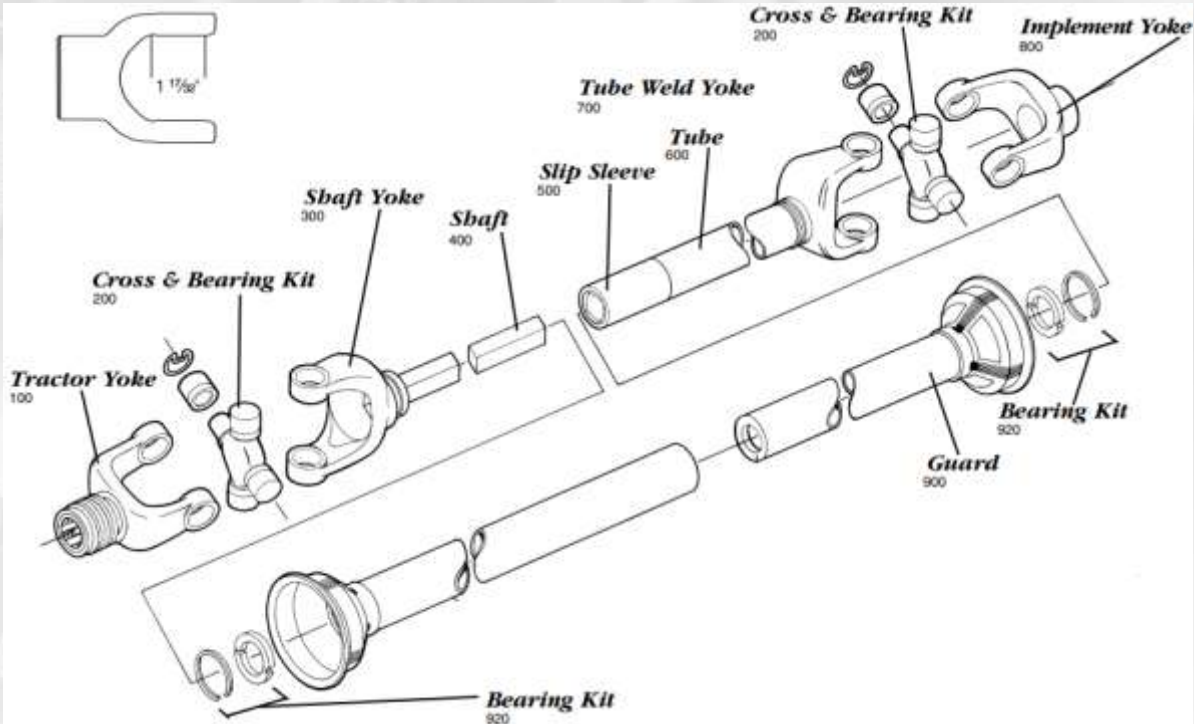
Product / Item Images



Service and Repair Guides



Schematics



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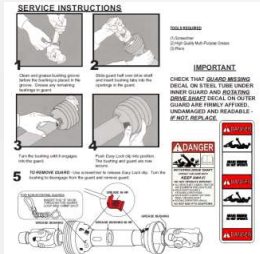
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Product / Item Images



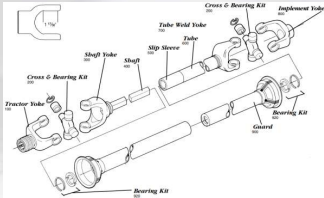
Service and Repair Guides



Parts



Schematics



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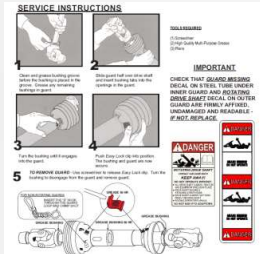
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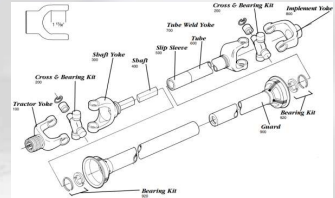
Service and Repair Guides



Application / Industry



Schematics



Parts



Marketing Content

Why this matters:

- Drives SEO
- Marketing copy sells products
- Marketing copy aids new customer sales
- Empowers customer to understand the full product story
- Cross-sell/upsell/kits/product associations increase sales
- Aids the job of the salesperson
- Reduces customer service requests



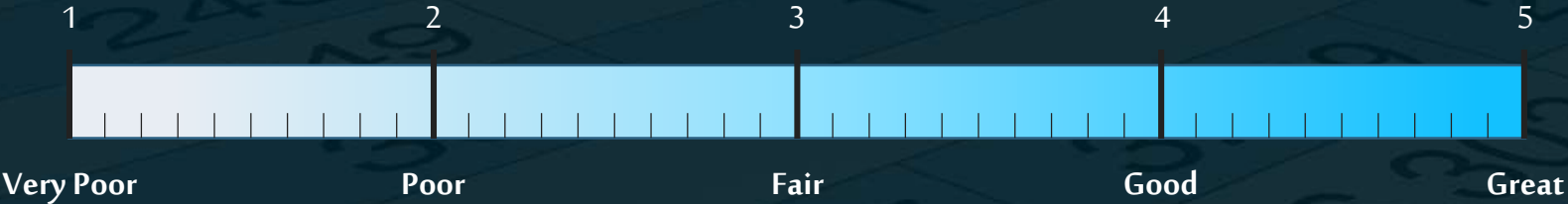
Ntara's Data Scoring Rubric



Data Scoring & Rubric



Data Issue	Data Score Criteria
Duplication	Duplicate unique identifiers
Consistency	Various spellings, integers vs. decimals, use of inconsistent delimiters (comma, semi-colon) & formatting issues
Completeness	Missing fields occurred post product/item segmentation effort
Product & Item Segmentation	Little to no segmentation to internal systems or categories which product belongs
Marketing Content	Minimal content to market products Data gathering, enrichment, or content creation required

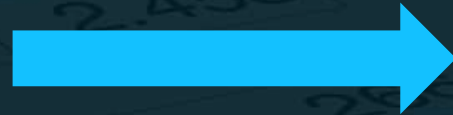


Royal Brass & Hose Score: Then & Now

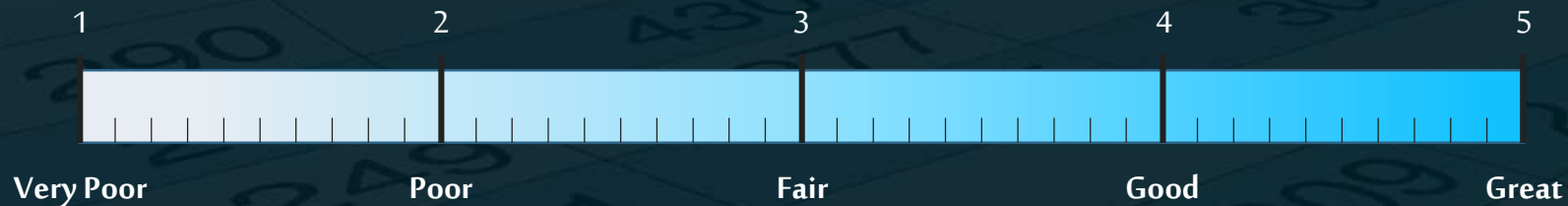


Started at a .5

Client example



Now at a 4.5+



Key Takeaways





Key Takeaways

- Remember: market the product, sell the item
- Save your team time with clean data
- Set standards for data & use them
- Hold folks accountable
- inRiver aids in data clean-up
- Clean data enriches the power of inRiver





Let's create something amazing.

Ntara.com

Q & A



Data placement and standardization

Description			
1/4-20X1	HEX CAP SCREW	GR5	COARSE

Spec: Item Details
Product Description

Spec: Bolt Grade
Spec: Bolt Type



Data placement and standardization

Description

1/4-20X1 HEX CAP SCREW GR5 COARSE



Spec: Item Details

Product Description

Spec: Bolt Grade

Spec: Bolt Type

Data placement and standardization

Description

1/4-20X1 HEX CAP SCREW GR5 COARSE

1/2-13X7 HEX CAP SCREW LARGE GR5 PLAIN

1-1/2X9 GR 8 PLAIN HEX CAP SCREWS

1-1/2-6X8 HEX CAP SCREW GR.8

M20-2.5X110 HEX HEAD CAP SCREW 10.9 COARSE



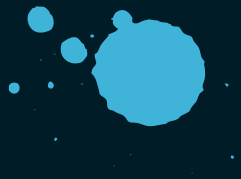
✓ Spec: Item Details

✗ Spec: Bolt Grade

✗ Product Description

✗ Spec: Bolt Type

MANUAL Data Cleanup / Enrichment



Bad Product Data Issues Leads To:



Managing multiple excel sheets



Forced use of custom code or scripts



Slow, continuous data clean up



Incorrect information across channels

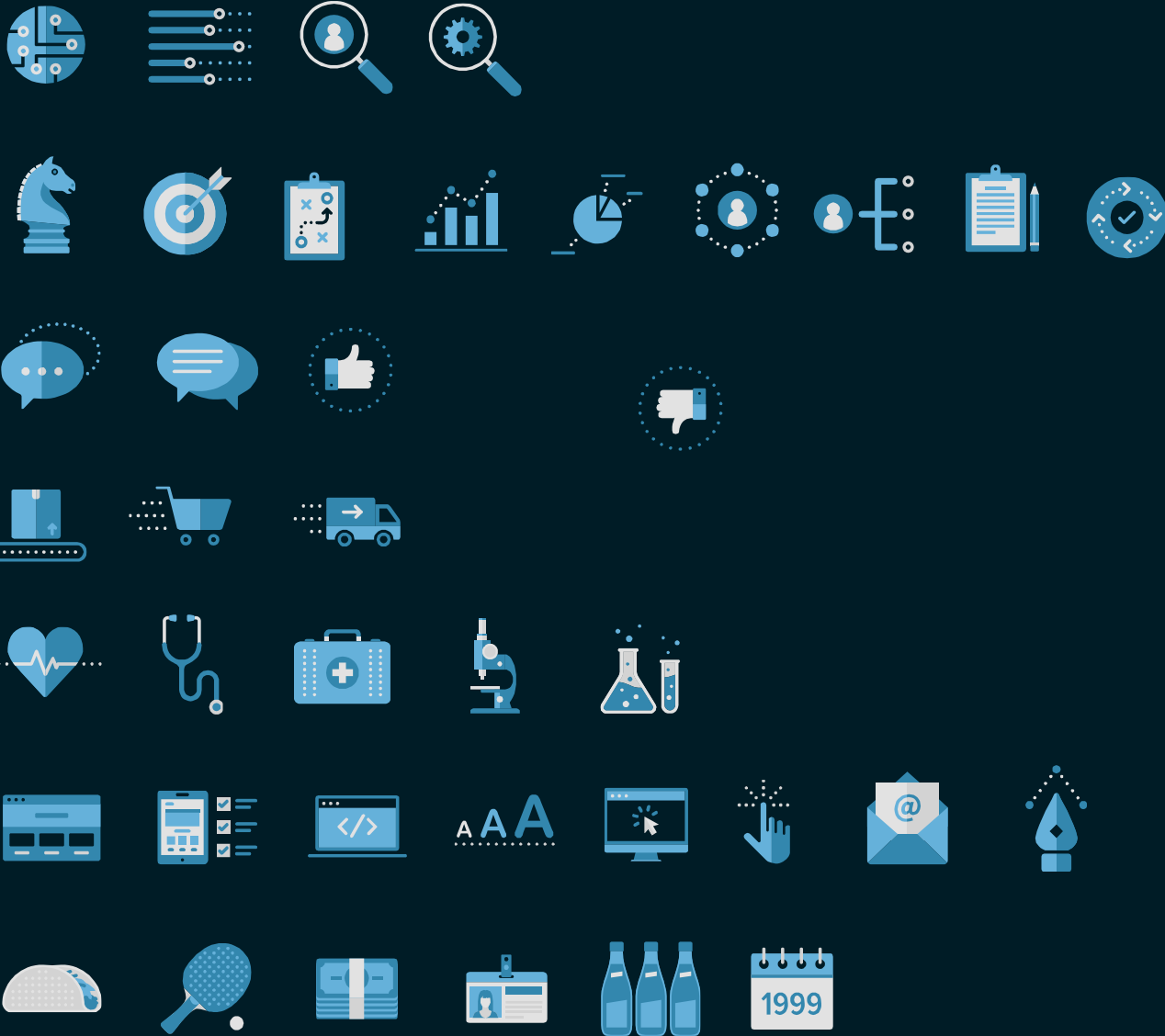


Inability to group similar products to sell



Inability to customize pricing by sales channel





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AG103-1005	55 Series Driveline Assembly 80' CV Cat6 - North American



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Short Description

55 series PTO drive shaft with a 1 3/8-6 spline quick disconnect tractor connection and minus end yoke, cross and bearing kit needed for implement connection

Product / Item Images



Long Description

The Weasler high performance PTO drive shafts are the foremost drive shaft solution in the agriculture and lawn & turf industries . Weasler PTO driveshafts are complete assemblies that from tractor to implement. They are designed for continuous heavy-duty use and meet the requirements of large farms and contractors. Weasler PTO driveshafts and CV wide angle PTO drive shafts are interchangeable with standard PTO driveshafts available in the market.

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Benefits

- PERFORMANCE BENEFITS
- Design adjustability (cut-to-length) capabilities.
 - Interchangeability to fit with most competitor models.
 - Tri-lobe, lemon, and star shaft profiles available.
 - Easy lock guard construction allows quick and easy assembly or removal with a simple tool such as a key, coin or screwdriver.
 - Available extended lubrication E-kits reduce downtime with lubrication intervals of 50-250 hours and the high temperature triple lip seal retains grease better
 - Customer dedicated engineering and sales support.

Features

- DESIGN FEATURES
- Easy Lock Guard System: Provides full coverage at maximum angles, Full 360° friction weld on guard bell, Black coloring that is durable against ultraviolet light and ozone, Cold weather impact rated to -35°C, Meets and exceeds all applicable safety standards, Quick and easy process for removal and installation.
 - Yokes: Interchangeable with all other Weasler yokes and standard yokes available in the market, Cast iron collars,Through-Bore keeps debris from collecting inside.
 - Cross & Bearing Kits: High torque capacity and longer life, Manufactured with high quality steel for increased strength, Standard kits can be upgraded to or interchanged with E-Kits.
 - Same component designs used for Weasler’s domestic and metric product lines.

Short Description
Long Description
Benefits Features
Product / Item Images

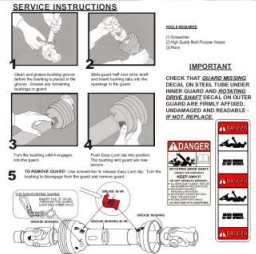


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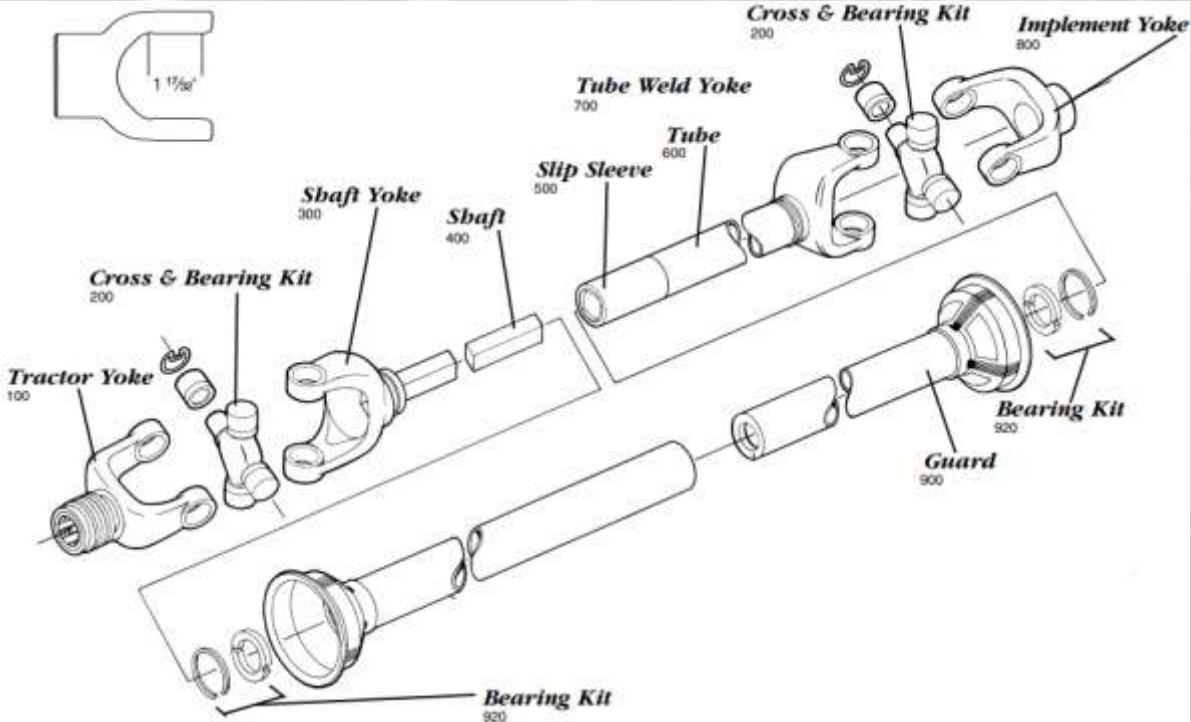
Short Description
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 Benefits Features
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Service and Repair Guides



Schematics

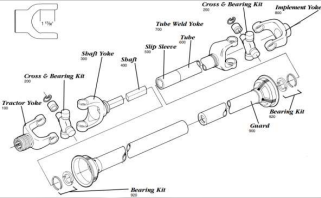


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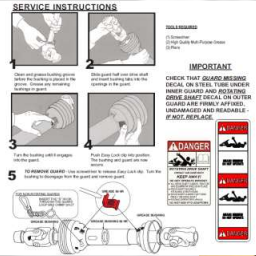
Schematics



Parts



Service and Repair Guides

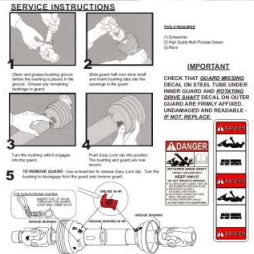


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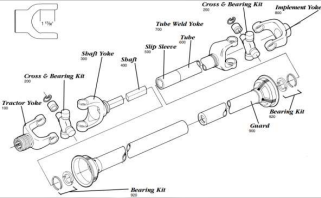
Service and Repair Guides



Application / Industry



Schematics



Parts



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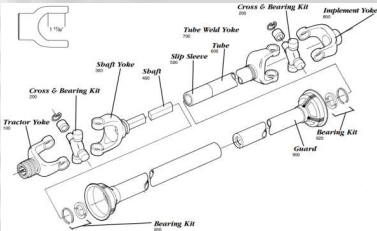
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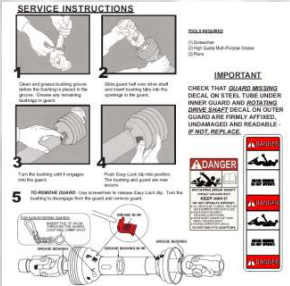
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Parts



Application / Industry



Service and Repair Guides

