



10 Steps to better quality data

Grant Quick, Intuit (Moderator)

A photograph of two young women with long blonde hair, one in profile and one from behind, talking in a park at night. The background is dark with some green foliage and a soft light source. The text is overlaid on the right side of the image.

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Today's moderator



Grant Quick

Senior Solutions Engineer, Intuit
Sydney, Australia

@GAQuick

Panelists



Scott McLiver

Global Lead, Digital Innovation
PwC

[@ScottMcLiver](#)



Sarah Lawrance

Founder and Managing Director
Hot Toast

[@HottoastCFO](#)



Sam Rotberg

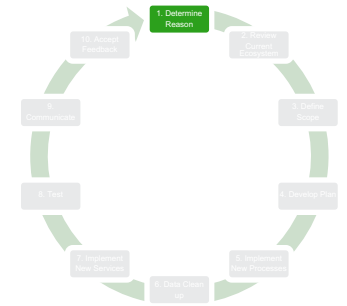
Director
AS Partners CPA

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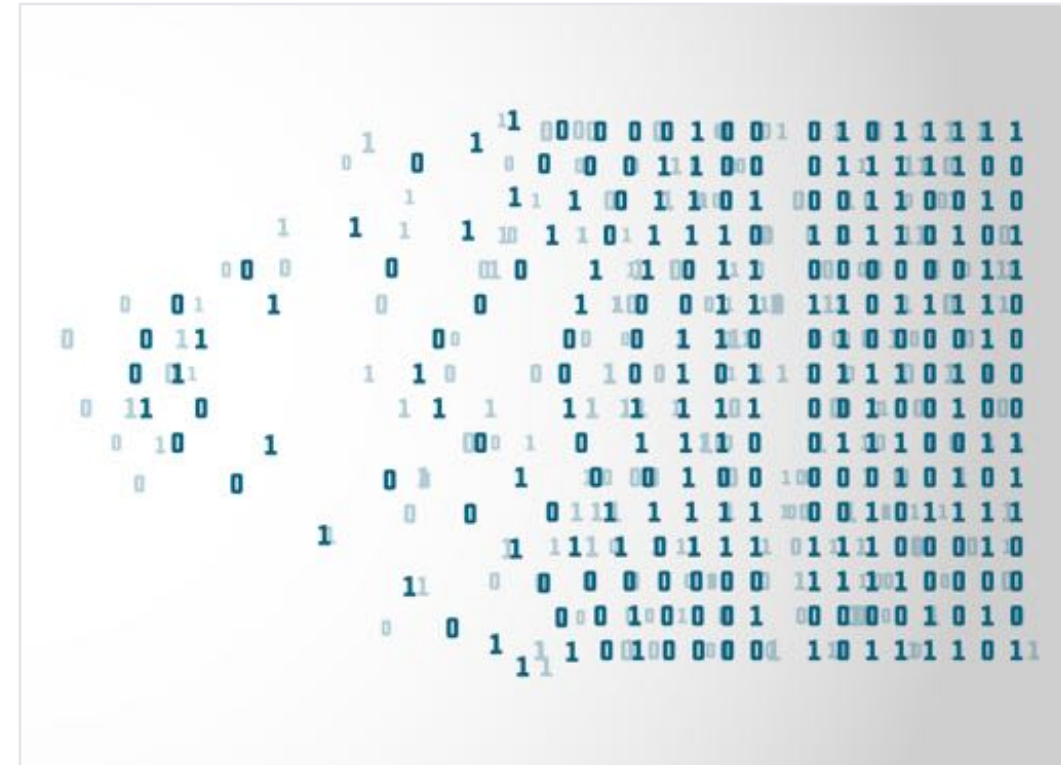
10 Steps to better quality data



1. Determine the reason

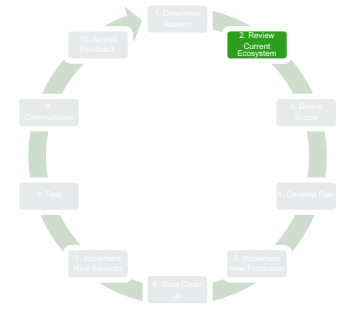


- Start with the **why**
- Machine Learning, Artificial Intelligence and Data Mining are **techniques** – not **reasons**
- What are you going to do with the data?
What are the business outcomes
- Who is going to benefit?
- Is it worth the time and expense?

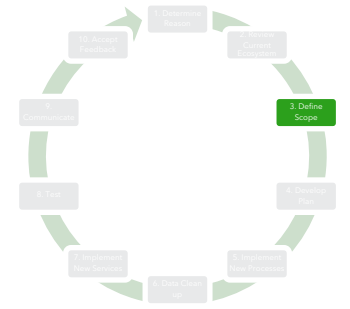


2. Review current ecosystem

- What applications are your clients running and what data do they provide?
- Are there multiple systems with the same data and are they consistent?



3. Define scope

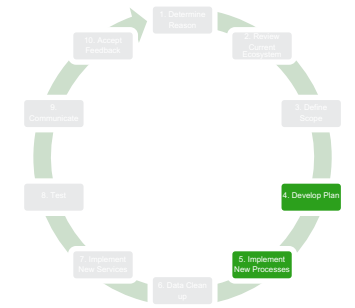


- How quickly do you need results and what can you achieve realistically in that time?
- What is high priority vs low priority
- What resources do you have available to pull this together?



4. Develop plan

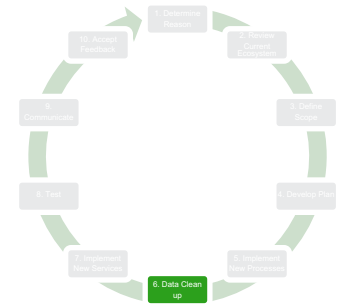
- What can be done to improve your data flows?
- What can be done to clean up your existing data?



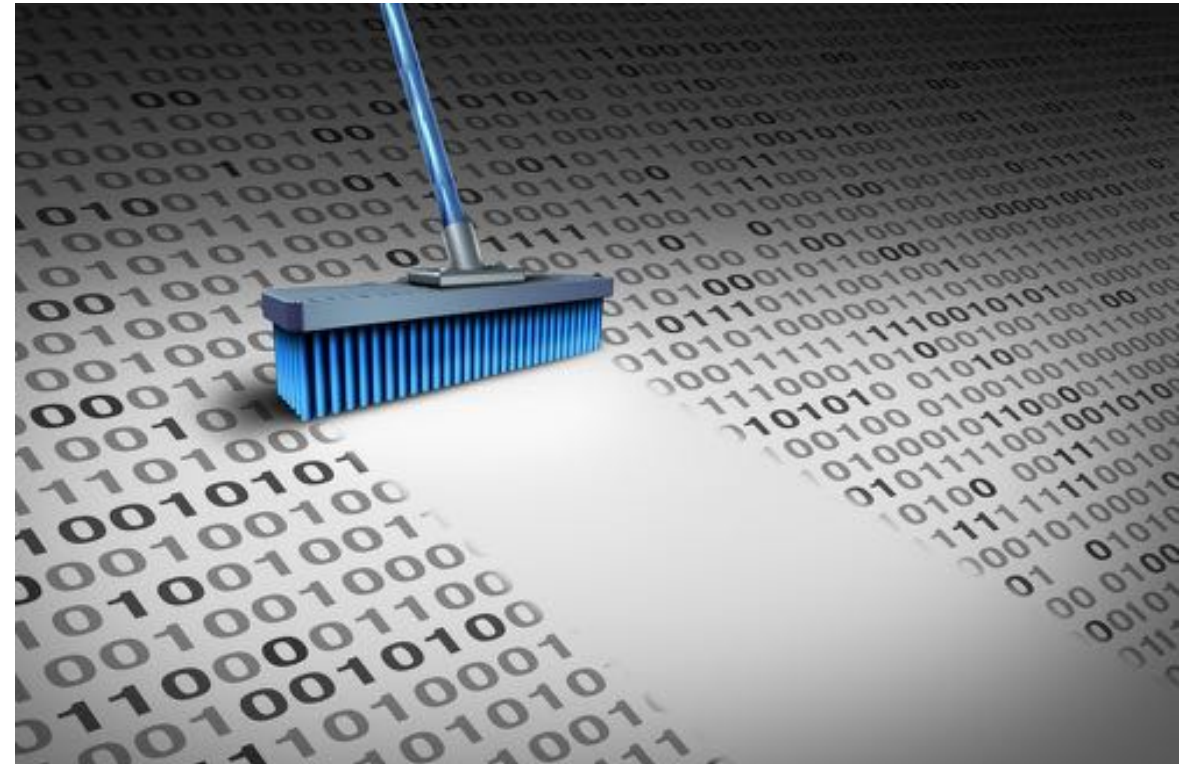
5. Implement new processes

- Fix the things that are important to long-term data quality
- May involve implementing new systems or integrating existing systems

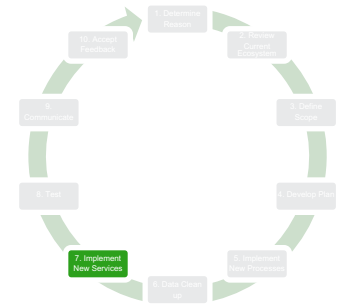
6. Data clean-up



- Fix up the issues with existing data that are now addressed for new data
- Automate as much as possible – use algorithms and/or database operations for bulk changes

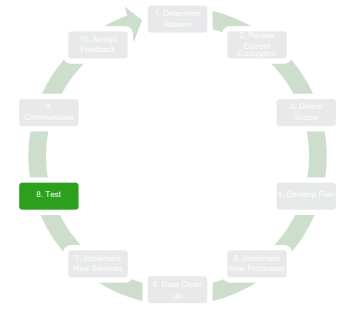


7. Implement new services

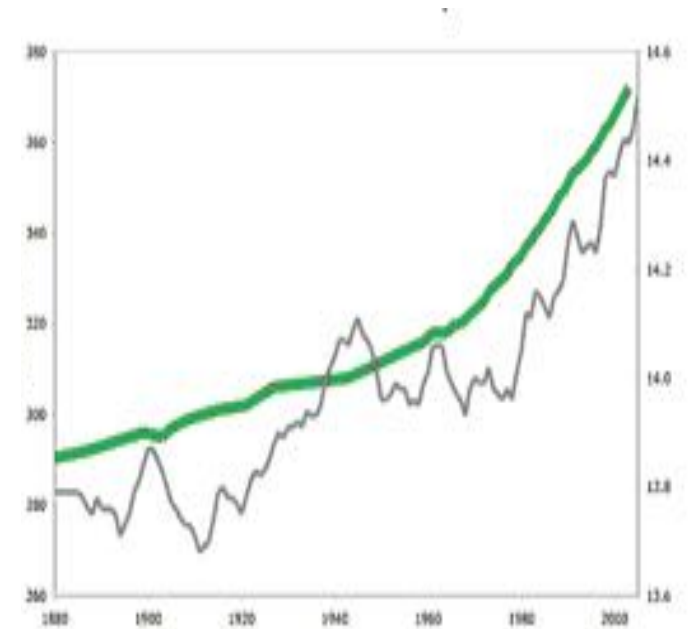


- Now you have the data – how are you going to present something valuable?
- How will the platform communicate with stakeholders? Is data visualisation needed and will it be understood?
- Which platform will best support your data visualisation needs?

8. Test

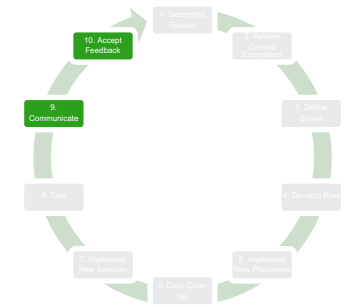


- Reality check the results before releasing to stakeholders
- Back of the envelope calculations are a good start (e.g. do the metrics match up with previous financial statements?)
- Precision does not equal accuracy
- Compare to industry benchmarks



9. Communicate

- Socialize the new data services with stakeholders
- Initial feedback is most valuable – is the service intuitive enough for new users to come onboard



10. Accept Feedback

- Information is a living thing – and so is data management
- Log all issues and prioritise based on need and frequency of request

Next steps

- Visit <https://www.intuitblog.com/> to stay up to date on new technologies and industry trends
- Attend the other thought leadership sessions taking place today:
 - Technology Trends: What they mean for Australian Accountants
 - The KPIs no Advisor should be without

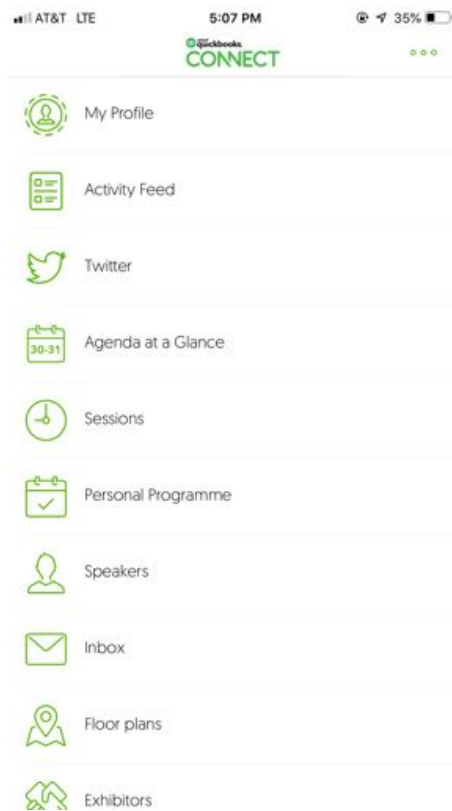
Questions?

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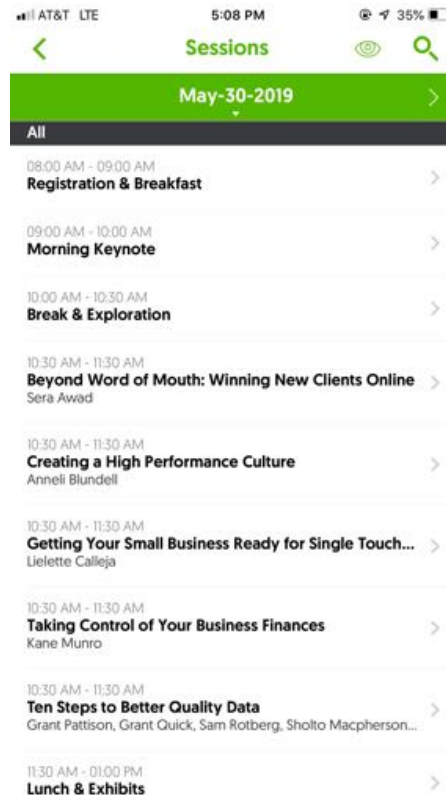
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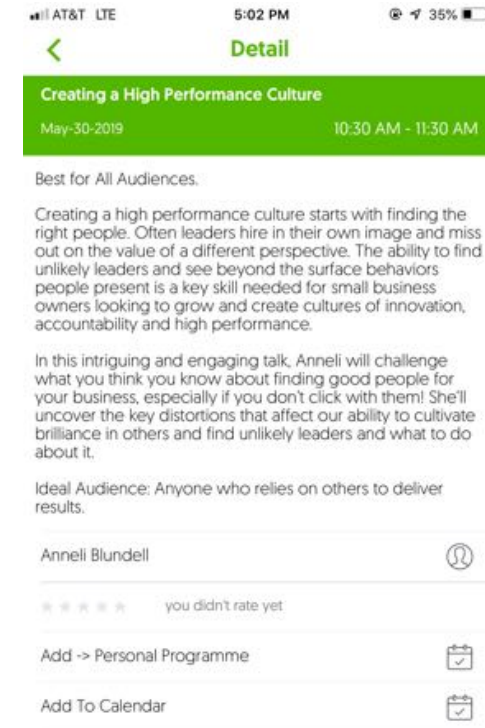
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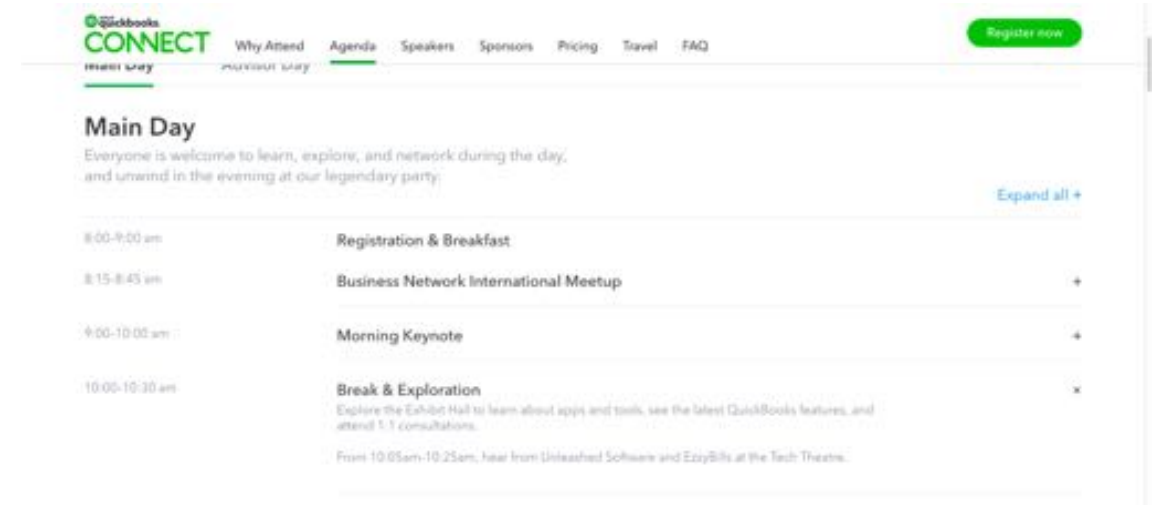
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