



Data Quality Audit: Sales & Revenue Data

Client	Acme Corp (fictional)
Scope	Monthly revenue and order data, Jan 2022 – Dec 2024
Sources	ERP export (CSV) · Billing API (JSON) · Finance workbook (XLSX) · 214 invoice PDFs
Records reviewed	48,210 order lines · 1,412 customer records · 214 documents
Prepared by	CuratedData LLC
Status	Final: all changes reviewed and approved

This is an illustrative sample. The company, data and findings are fictional. It shows the structure and level of detail of the report delivered at the end of a Data Quality Audit.

01 Summary

Revenue in the three sources disagreed by up to 4.1% per month. Almost all of the difference traces to five causes, all now resolved. Two questions remain open for Acme’s finance team.

1,927	1,864	61	2
issues found	corrected or filled	kept as-is · real or missing	open · client decision

02 Findings by category

CATEGORY	EXAMPLE	COUNT	RESOLUTION
Duplicate customers	“ACME Corp.” / “Acme Corp”	212	Merged by agreed rules
Unit mismatch	1.31 (M) vs 1,310,000	1,104	Normalised to USD
Decimal shift	12,980,000 → 1,298,000	17	Corrected against invoices
Missing values	order_date empty	488	412 found · 51 derived · 25 genuinely missing
OCR errors (PDFs)	12,980.00	68	Corrected; matched line items
Outliers	May 2024 spike	38	36 real (kept) · 2 open

03 Signal or error: outlier decisions

VALUE	EVIDENCE	DECISION	APPROVED
2024-05 · 2,450,000	Signed contract #C-2291 for a one-off bulk order	Real · kept, annotated	HUMAN
2023-11 · -84,200	Matches credit note CN-118 (returned shipment)	Real · kept, annotated	HUMAN
2024-04 · 12,980,000	Invoice INV-7781 total is 1,298,000	Error · corrected	HUMAN
2022-08 · 0	No source explains a zero month	Open · finance to confirm	PENDING

04 Change log (excerpt)

ID	RECORD	CHANGE	REASON	BY
C-0412	order 20417	N. East → Northeast	Variant of canonical region	AGENT HUMAN
C-0413	order 20431	– → 2023-03-14	Date found on invoice INV-5520	AGENT HUMAN
C-0414	cust 88310	phone: – (kept empty)	Not in any source; genuinely missing	AGENT HUMAN
C-0415	order 20502	1.31 → 1,310,000	Reported in millions	AGENT HUMAN

05 Data dictionary (excerpt)

FIELD	MEANING	TYPE · UNIT	VALID RANGE
revenue	Net invoiced revenue for the order line	decimal · USD	–1e6 to 5e6
order_date	Date the order was confirmed	date · ISO 8601	2022-01-01 → today
region	Sales region (canonical list of 6)	enum	see appendix
fill_source	Where a filled value came from, if any	text	source id or null

06 Recommendations

- Fix the unit at the source: the ERP export reports some months in millions.
- Require order_date at entry in the billing system; 488 lines arrived without it.
- Adopt the 6-value region list as a controlled vocabulary.
- Run the delivered checks monthly, or enable ongoing monitoring.