

# DATA HYGIENE REPORT

## West Dodge

2/8/2008

	Process	Action	Records
STEP: 1	<b>Initial Download</b> Total quantity of records downloaded.	Count	85,948
STEP: 2	<b>Business/No Name</b> Business names and blank names are removed.	Removed	22,978
STEP: 3	<b>Trade Words</b> Records not identified as a business, but have business words in the name are removed.	Removed	495
STEP: 4	<b>NCOA (National Change Of Address)</b> Records are processed through NCOA database to identify customers that have moved and addresses are updated.	Updated	2,832
STEP: 5	<b>NCOA (Moved No Forwarding Address)</b> Records that were returned by the NCOA Update stage with no forwarding address.	Removed	73
STEP: 6	<b>Undeliverable Address</b> Records identified with an undeliverable address are removed.	Removed	8,422
STEP: 7	<b>Suspected Business (12+ Vehicles)</b> Records with more than 12 Vehicles related to the same records are removed as suspected Businesses	Removed	896
STEP: 8	<b>Invalid Vehicle Information</b> Records missing or invalid Vehicle information are removed.	Removed	2,442
STEP: 9	<b>Duplicate Addresses</b> Duplicate records are removed favoring the newest vehicle and most recent transaction with the dealership.	Removed	3,928
STEP: 10	<b>100 Mile Radius</b> Records located more than 100 miles from dealership are removed.	Removed	1,551

<b>Total records initially extracted from dealer:</b>	<b>85,948</b>
<b>Total records removed during data cleaning:</b>	<b>40,785</b>
<b>Total records available after cleaning:</b>	<b>45,163</b>