

Date: **September 2011**
Your reference: **Sample**
Produced by: **Volume Data Portal**
Volume reference: **GDMP/99/441**



Volume Data Health Check Report

Overview

A brief summary page that highlights the areas of concern

Summary

Reporting related to the quality of address data before and after processing

Address Quality

Overview of cleansed address quality by country & region

Suspect Data

Details of unusual, peculiar or unexpected data contained within your file

Name Quality

Overview of name data quality, by country.
Genders are also identified and highlighted

Telephones

Analysis of the quality of your telephone number data

Duplicates

Duplicate counts based on
Address,
Individual @ Address.
Company @ Address
Individual @ Company level



Volume offer further data services that are not available within this automated system.
If you have a requirement outside of the report please do contact us on +44 (0) 118 977 5800
or email info@volume.co.uk
All processing has been performed in line with our standard terms & conditions.

Overview



Overview	Summary	Address Quality	Name Quality	Duplicates	Telephones	Job Analysis	Suspect Data
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The following figures are a brief summary of the more detailed pages found within this document. This is intended as a guide to identify overall quantities identified **after** our processing has completed.



Records received:	22277
Unverified addresses:	1841
Unverified names:	292
Duplicates (name @ address level):	1810
Unverified telephone numbers:	0
Suspect data records:	221

Based on a DM campaign we have identified upto 4,763 records that may not be suitable for mailing
If we make an assumption that each pack is worth £1 on average this equates to a waste of £4,763 for each mailing

In addition to the potential cost savings, there is also your adherence to data protection principles in order to "keep clean" your database (through effective use of suppressions), and remove those that do not wish to receive DM.
Coupled with cleansed and deduplicated data this will enhance your customers experience with your communications.

Summary



This page provides an overview of the quality of address data before & after our address validation process has completed

Quality Code	Before Clean	%	After Clean	%
A	4	0.02%	9,747	43.75%
B	10	0.04%	12	0.05%
C	6,642	29.82%	8,068	36.22%
D	2,629	11.80%	1,289	5.79%
E	183	0.82%	363	1.63%
F	43	0.19%	957	4.30%
G	6,987	31.36%	1,228	5.51%
H	964	4.33%	5	0.02%
J	724	3.25%	72	0.32%
K	90	0.40%	255	1.14%
Q	1	0.00%	281	1.26%
X	4,000	17.96%	-	0.00%
Total	22,277	100.00%	22,277	100.00%



Quality Code	Description	Company	Premise	Street	Town	Postcode
A	PAF validated, Premise level		v	v	v	v
B	PAF validated to STREET level			v	v	v
C	PAF validated to STREET level with COMPANY present	y		v	v	v
D	Nothing is missing but not on PAF		y	y	y	y
E	No street number			y	y	y
F	No street but a company name	y			y	y
G	Missing postcode		y	y	y	
H	Missing postcode and no street number			y	y	
J	Missing town		y	y		y
K	Missing town and street number			y		y
Q	Missing town and postcode			y		
X	Unrecognised/ blank					

v = validated
y = identified

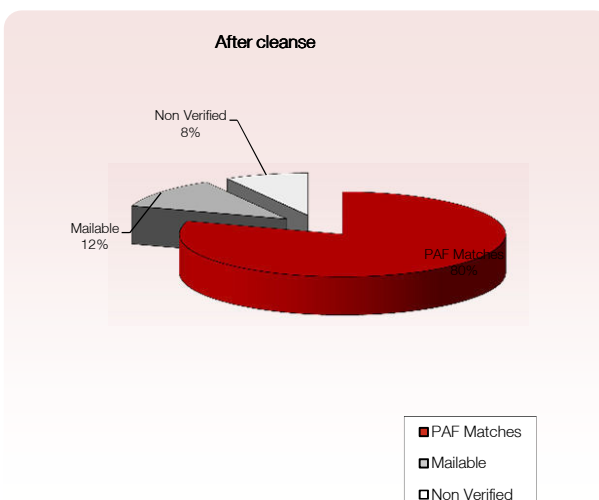
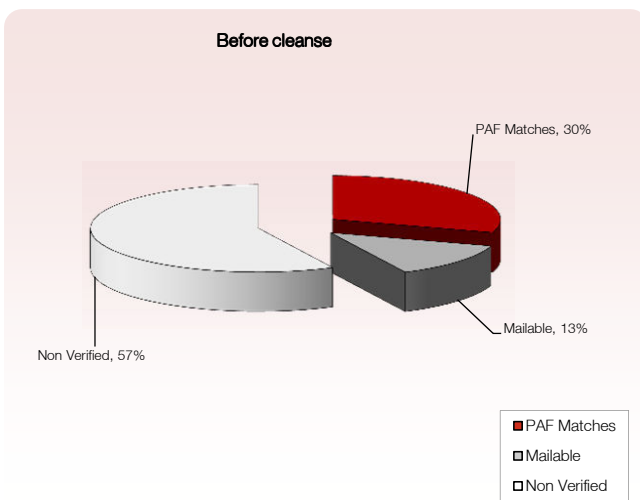
Notes

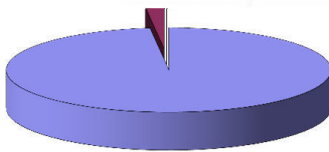
Codes A through to C inclusive are PAF matches, this equates to 17,827 records which is 80% of the data supplied.

Codes D through to F inclusive are those that have significant elements of the address, however could not be found on the PAF file. This accounts for 2,609 records (12%)

Codes G onwards are generally not recommended to be mailed. This is due to significant key elements of the address not being able to be identified within the data supplied.

Before processing the number of mailable records were 9,511 which is 43% and after processing it becomes 20,436 which is 92% that is a change of 10,925 records

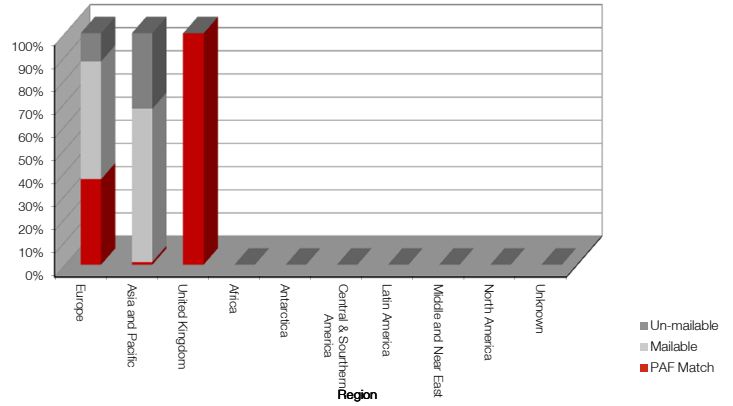




■ Europe
■ Asia and Pacific
□ United Kingdom
□ Africa
■ Antarctica
■ Central & Southern America
■ Latin America
■ Middle and Near East
■ North America
■ Unknown

Region	Records	PAF Match	Mailable	Un-mailable
Europe	21,862	8,079	11,125	2,658
Asia and Pacific	414	5	274	135
United Kingdom	1	1	-	-
Africa	-	-	-	-
Antarctica	-	-	-	-
Central & Southern America	-	-	-	-
Latin America	-	-	-	-
Middle and Near East	-	-	-	-
North America	-	-	-	-
Unknown	-	-	-	-
Totals	22,277	8,085	11,399	2,793

Address Quality by Region

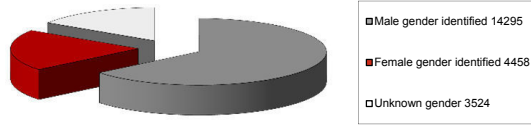


Country	Records	←												Total	PAF	PAF %	Mailable	Mailable %
		A	B	C	D	E	F	G	H	J	K	Q	X					
Italy	3691	2286	3	605	212	17	59	402	0	13	66	28	0	3691	2694	78.41%	3182	86.21%
Netherlands	3230	1485	0	1471	17	10	85	111	0	0	3	48	0	3230	2956	91.52%	3068	94.98%
Spain	2902	1258	0	944	353	33	72	152	2	8	54	26	0	2902	2202	75.88%	2660	91.66%
Germany	2397	413	2	1807	38	23	40	56	0	1	4	13	0	2397	2222	92.70%	2323	96.91%
Switzerland	2245	776	0	1009	164	38	98	84	0	8	41	27	0	2245	1785	79.51%	2085	92.87%
Sweden	1637	802	0	329	130	182	26	130	0	1	16	21	0	1637	1131	69.09%	1469	89.74%
France	1565	530	6	717	144	4	21	83	3	8	36	13	0	1565	1253	80.06%	1422	90.86%
Belgium	938	194	1	587	24	6	88	14	0	8	3	13	0	938	782	83.37%	900	95.95%
Norway	525	309	0	80	40	15	36	33	0	2	7	3	0	525	389	74.10%	480	91.43%
Poland	493	393	0	24	7	3	21	35	0	0	5	5	0	493	417	84.58%	448	90.87%
Hungary	471	286	0	125	11	6	14	23	0	1	2	3	0	471	411	87.26%	442	93.84%
Portugal	366	167	0	21	83	5	38	27	0	5	12	8	0	366	188	51.37%	314	85.79%
Denmark	289	46	0	227	2	3	3	5	0	0	0	3	0	289	273	94.46%	281	97.23%
Romania	215	39	0	10	0	0	140	1	0	2	0	23	0	215	49	22.79%	189	87.91%
Turkey	194	108	0	5	23	1	22	19	0	4	1	11	0	194	113	58.25%	159	81.96%
Slovenia	192	129	0	0	1	1	48	7	0	1	0	5	0	192	129	67.19%	179	93.23%
Ukraine	118	100	0	0	0	0	11	7	0	0	0	0	0	118	100	84.75%	111	94.07%
Greece	115	90	0	2	3	0	1	17	0	0	0	2	0	115	92	80.00%	96	83.48%
Austria	98	30	0	53	1	0	11	1	0	0	2	0	0	98	83	84.69%	95	96.94%
Slovakia	98	51	0	0	2	3	28	6	0	3	0	5	0	98	51	52.04%	84	85.71%
Finland	86	49	0	35	0	0	2	0	0	0	0	0	0	86	84	97.67%	86	100.00%
Russian Federation	69	20	0	0	2	0	31	4	0	1	2	9	0	69	20	28.99%	53	76.81%
Malta	57	25	0	0	15	4	6	3	0	3	1	0	0	57	25	43.86%	50	87.72%
Latvia	43	22	0	0	0	6	14	0	0	0	0	1	0	43	22	51.16%	42	97.67%
Bulgaria	34	28	0	0	2	0	1	1	0	1	0	1	0	34	28	82.35%	31	91.18%
Lithuania	31	13	0	0	0	0	16	0	0	0	0	2	0	31	13	41.94%	29	93.55%
Iceland	28	15	0	2	1	0	3	3	0	0	0	4	0	28	17	60.71%	21	75.00%
Monaco	28	19	0	2	0	0	7	0	0	0	0	0	0	28	21	75.00%	28	100.00%
Luxembourg	27	3	0	9	5	3	4	0	0	0	0	3	0	27	12	44.44%	24	88.89%
Croatia	24	20	0	0	2	0	2	0	0	0	0	0	0	24	20	83.33%	24	100.00%
Serbia & Montenegro	20	10	0	0	7	0	0	1	0	2	0	0	0	20	10	50.00%	17	85.00%
Cyprus	18	8	0	0	0	0	9	0	0	0	0	1	0	18	8	44.44%	17	94.44%
Belarus	13	11	0	0	0	0	0	2	0	0	0	0	0	13	11	84.62%	11	84.62%
Estonia	9	6	0	3	0	0	0	0	0	0	0	0	0	9	9	100.00%	9	100.00%
Bosnia and Herzegovina	5	5	0	0	0	0	0	0	0	0	0	0	0	5	5	100.00%	5	100.00%
Albania	2	0	0	0	0	0	0	0	0	0	0	2	0	2	0	0.00%	0	0.00%
Armenia	1	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0.00%	0	0.00%
Australia	1	1	0	0	0	0	0	0	0	0	0	0	0	1	1	100.00%	1	100.00%
Moldova	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0.00%	0	0.00%
United Kingdom	1	0	0	1	0	0	0	0	0	0	0	0	0	1	1	100.00%	1	100.00%
Grand Total		9747	12	8068	1289	363	957	1228	5	72	255	281	0	22277	17827	80.02%	3182	14.28%

Name Quality



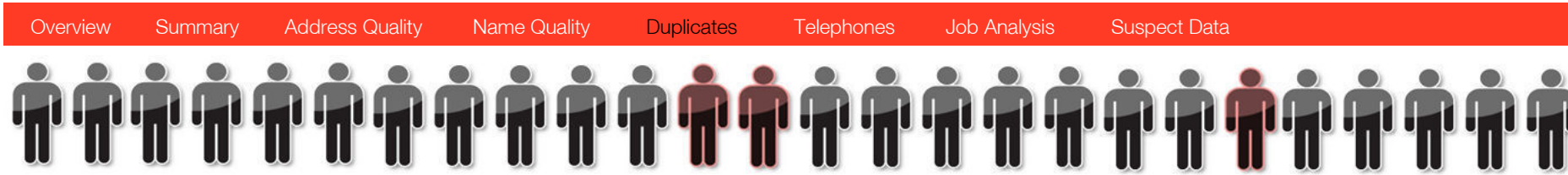
Number of names not recognised/blank: 82
 Male gender identified: 14295
 Female gender identified: 4458
 Unknown gender: 3524



Country	Records	A	B	C	D	E	F	G	H	J	K	O	X	Total	GOOD	GOOD %	OK	OK %	POOR	POOR %
Italy	3691	2936	98	0	0	19	384	0	208	0	0	33	13	3691	3034	82.20%	611	16.55%	46	1.25%
Netherlands	3230	1988	73	6	1	21	933	1	171	0	0	24	12	3230	2067	63.99%	1127	34.89%	36	1.11%
Spain	2902	2390	52	0	0	17	251	0	150	3	0	34	5	2902	2442	84.15%	418	14.40%	42	1.45%
Germany	2397	2251	91	12	0	12	2	0	4	5	0	15	5	2397	2354	98.21%	18	0.75%	25	1.04%
Switzerland	2245	1801	50	4	0	19	267	0	78	0	0	14	12	2245	1855	82.63%	364	16.21%	26	1.16%
Sweden	1637	1359	16	0	0	3	159	1	77	0	0	20	2	1637	1375	84.00%	240	14.66%	22	1.34%
France	1565	1361	151	3	0	12	3	2	8	0	0	22	3	1565	1515	96.81%	25	1.60%	25	1.60%
Belgium	938	832	67	0	0	7	4	0	7	2	0	13	6	938	899	95.84%	18	1.92%	21	2.24%
Norway	525	415	10	0	0	2	60	0	32	0	0	6	0	525	425	80.95%	94	17.90%	6	1.14%
Hungary	493	423	6	0	0	1	19	0	41	0	0	2	1	493	429	87.02%	61	12.37%	3	0.61%
Portugal	471	404	8	0	0	1	13	0	42	0	0	3	0	471	412	87.47%	56	11.89%	3	0.64%
Poland	366	314	7	2	0	3	14	0	18	0	0	7	1	366	323	88.25%	35	9.56%	8	2.19%
Denmark	289	272	12	0	0	1	1	0	0	0	0	3	0	289	284	98.27%	2	0.69%	3	1.04%
Romania	215	59	11	0	1	1	121	0	15	0	0	7	0	215	70	32.56%	138	64.19%	7	3.26%
Turkey	194	81	48	35	1	2	6	0	20	0	0	1	0	194	164	84.54%	29	14.95%	1	0.52%
Slovenia	192	89	7	66	0	1	4	0	19	0	0	6	0	192	162	84.38%	24	12.50%	6	3.13%
Ukraine	118	72	29	0	0	0	16	0	1	0	0	0	0	118	101	85.59%	17	14.41%	0	0.00%
Greece	115	93	18	0	0	1	0	0	3	0	0	0	0	115	111	96.52%	4	3.48%	0	0.00%
Austria	98	93	1	0	0	2	0	0	1	1	0	0	0	98	94	95.92%	3	3.06%	1	1.02%
Slovakia	98	25	0	2	0	1	64	0	4	0	0	2	0	98	27	27.55%	69	70.41%	2	2.04%
Finland	86	80	3	0	0	0	1	0	0	0	0	2	0	86	83	96.51%	1	1.16%	2	2.33%
Russian Federation	69	60	1	0	0	0	2	0	6	0	0	0	0	69	61	88.41%	8	11.59%	0	0.00%
Malta	57	17	1	0	0	0	36	0	3	0	0	0	0	57	18	31.58%	39	68.42%	0	0.00%
Latvia	43	15	3	0	0	0	1	16	0	7	0	1	0	43	18	41.86%	24	55.81%	1	2.33%
Bulgaria	34	23	10	0	0	0	0	0	0	0	0	1	0	34	33	97.06%	0	0.00%	1	2.94%
Lithuania	31	13	3	0	0	1	8	0	6	0	0	0	0	31	16	51.61%	15	48.39%	0	0.00%
Iceland	28	17	1	0	0	1	3	0	6	0	0	0	0	28	18	64.29%	10	35.71%	0	0.00%
Monaco	28	22	1	0	0	1	3	0	1	0	0	0	0	28	23	82.14%	5	17.86%	0	0.00%
Luxembourg	27	17	0	0	0	6	2	0	1	0	0	1	0	27	17	62.96%	9	33.33%	1	3.70%
Croatia	24	20	2	0	0	0	1	0	0	0	0	0	1	24	22	91.67%	1	4.17%	1	4.17%
Serbia & Montenegro	20	9	5	0	0	3	0	0	0	0	0	2	1	20	14	70.00%	3	15.00%	3	15.00%
Cyprus	18	10	7	0	0	0	0	0	1	0	0	0	0	18	17	94.44%	1	5.56%	0	0.00%
Belarus	13	8	5	0	0	0	0	0	0	0	0	0	0	13	13	100.00%	0	0.00%	0	0.00%
Estonia	9	9	0	0	0	0	0	0	0	0	0	0	0	9	9	100.00%	0	0.00%	0	0.00%
Bosnia and Herzegovina	5	2	2	0	0	0	0	0	1	0	0	0	0	5	4	80.00%	1	20.00%	0	0.00%
Albania	2	0	1	0	0	0	0	0	1	0	0	0	0	2	1	50.00%	1	50.00%	0	0.00%
Armenia	1	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0.00%	1	100.00%	0	0.00%
Australia	1	0	1	0	0	0	0	0	0	0	0	0	0	1	1	100.00%	0	0.00%	0	0.00%
Moldova	1	0	1	0	0	0	0	0	0	0	0	0	0	1	1	100.00%	0	0.00%	0	0.00%
United Kingdom	1	1	0	0	0	0	0	0	0	0	0	0	0	1	1	100.00%	0	0.00%	0	0.00%
Grand Total		17581	802	130	3	139	2393	4	933	11	0	219	62	22277	18513	83.10%	3472	15.59%	292	1.31%

CODE	Contact Name Quality Analysis Flag
A	SURNAME with KNOWN TITLE and KNOWN FORENAME
B	SURNAME and FORENAME with KNOWN TITLE
C	SURNAME and TITLE with KNOWN FORENAME
D	SURNAME, FORENAME and TITLE present
E	SURNAME with KNOWN TITLE
F	SURNAME with KNOWN FORENAME
G	SURNAME and TITLE present
H	SURNAME and FORENAME present
J	FORENAME present
K	SURNAME present
O	INCOMPATIBLE GENDER, ie. MRS JOHN SMITH
X	Other

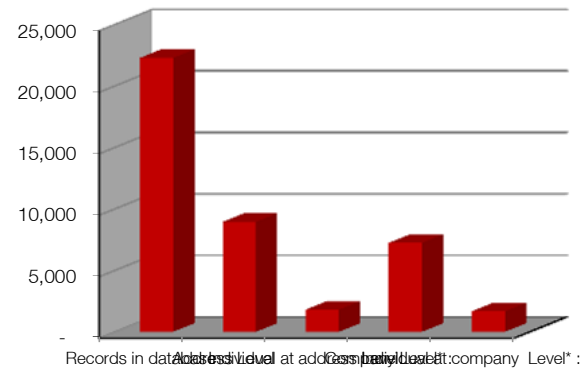
Duplicates



We have run the data through our deduplication routines, and can identify the following duplicates:

	Records in database	% duplicates
Address Level	22,277	
Individual at address Level:	8,946	40%
Company Level* :	1,810	8%
Individual at company Level* :	7,241	33%
	1671	8%

*Note that where no company information is found, duplicates fall back to matching at house-hold level



Sample duplicates (please note that this shows the input data, and not the cleansed data)

Address level sample duplicate records

Address where the individual resides

- Hosslgasse 20, Spittal/Drau, Austria
- Hoesslgasse 20, Spittal/Drau, 9800, Austria
- Hosslgasse 20, Spittal/Drau, 9800, Austria
- Arnethgasse 3, Vienna, A 1160, Austria
- Arnethgasse 3, Vienna, 1160, Austria
- Auleiten 4, Ried Im Innkreis, 4910, Austria
- Auleiten 4, Ried Im Innkreis, 4910, Austria
- POSTFACH 231, WIEN, A 1011, Austria
- POSTFACH 231, VIENNA, A 1011, Austria
- Wienerstr 74/8, Theresienfeld, N O, 2604, Austria
- Wiener Strasse 74/8, Theresienfeld, A-2 604, Austria
- V Horuzei Str 32-A, Minsk, 220 123, Belarus
- V Horuzei 32-A, Minsk, 220 123, Belarus

171 AV Tervuren, Brussel, Belgium

171 AV Tervuren, Brussel, Belgium

Dennenlaan 22, Tremelo, Belgium

Dennenlaan 22, Tremelo, Belgium

Parc Industriel 19, Wauhtier-Braine, 1440, Belgium

19 Parc Industriel, Wauthier-Braine, Belgium

40 AV J Wybran, Brussels, 1070, Belgium

AV J Wybran 40, Bruxelles, 1070, Belgium

Individual at address level sample duplicate records

Individual Name

Mr Erick Dieu

Mr Dieu Erick

Ljunora Mavric

Mrs Ljunora Mavric

Mr Anguel Jeliazkov

Mr Angel Jeliazkov

Dr Radka Milanova

Dr Radka Milanova

Mrs Isabelle Cheval

Mrs Cheval Isabelle

Mr John Surtees

Dr John Surtees

Henry Alain

Mr Alain Henry

Mrs Betty Depireux

M Benoit Depireux

Mr Ferdi Dirix

Mr Ferdi Dirix

Mrs Liesbeth Diestelmans

Mrs Liesbeth Diestelmans

Address where the individual resides

Chemin Du Foriest, Braine L'Alleud, Belgium

Chemin Du Foriest, Braine-L'Alleud, 1420, Belgium

Chemin Du Foriest, Braine L'Alleud, 1420, Belgium

Chemin Du Foriest, Braine L'Alleud, B-1 420, Belgium

Rue Marchovelette 29-31, Namur, 5000, Belgium

Rue Marchovelette 29-31, Namur, 5000, Belgium

Westpoort 50, Antwerpen, 2070, Belgium

Westpoort 50, Zwijndrecht, 2070, Belgium

Janssenpharmaceuticalaan 3A, Geel, 2440, Belgium

Janssenpharmaceuticalaan 3A, Geel, 2440, Belgium

Rue De Lindustrie, Rixensart, 1330, Belgium

Rue Insitut, Rixensart, 1330, Belgium

Str Jukiceva 53, Sarajevo, 71 000, Bosnia

Jukiceva 53, Sarajevo, 71 000, Bosnia

39 Petar Rakov Str, Peshtera, 4550, Bulgaria

39 Petar Rakov, Peshtera, 4550, Bulgaria

39 Peter Rakov, Peshtera, 4550, Bulgaria

39 Petar Rakov Str, Peshtera, 4550, Bulgaria

10 Rue Bouche Thomas, Angers, 49 007, France

10 Rue Bouche Thomas, Angers, 49 007, France

Company level sample duplicate records

Company Name

MERCK KGAA

MERCK KGAA

GEBOT PHARMAZEUTIKA

GEROT PHARMAZEUTIKA

F JOH KWIZDA GMBH

F J KWIZDA GMBH

APPH

APPH

MAXPHARMA LTD

MAXPHARMA LTD

HENNESCO

HENNESCO S A

PROPHAREX S A

PROPHAREX

HORSTEN INTERNATIONAL NV

HORSTEN INTERNATIONAL NV

Address where the Company is based

Hoesslgasse 20, Spittal/Drau, 9800, Austria

Hosslgasse 20, Spittal/Drau, 9800, Austria

Arnehtgasse 3, Vienna, 1160, Austria

Arnehtgasse 3, Vienna, A 1160, Austria

POSTFACH 231, WIEN, A 1011, Austria

POSTFACH 231, VIENNA, A 1011, Austria

Wienerstr 74/8, Theresienfeld, N O, 2604, Austria

Wiener Strasse 74/8, Theresienfeld, A-2 604, Austria

V Horuzei Str 32-A, Minsk, 220 123, Belarus

V Horuzei 32-A, Minsk, 220 123, Belarus

Dennenlaan 22, Tremelo, Belgium

Dennenlaan 22, Tremelo, Belgium

Parc Industriel 19, Wauhtier-Braine, 1440, Belgium

19 Parc Industriel, Wauthier-Braine, Belgium

Rubensstraat 104, Turnhout, B-2 300, Belgium

Rubensstraat 104, Turnhout, 2300, Belgium

WORLD BOTANICAL PRODUCTS SPRL
WORLD BOTANICAL PRODUCTS
GSK BIOLOGICALS
GSK BIOLOGICALS

Rue Marchevelette 29-31, Namur, 5000, Belgium
Rue Marchevelette 29-31, Namur, 5000, Belgium
Rue De L'Institut 89, Rixensart, 1330, Belgium
Rue De L'Institut 89, Rixensart, Belgium

Individual at company level sample duplicate records

Individual Name

Mrs Kristin Vandebussche
Mrs Kristin Vandebussche
Mrs Ljunora Mavric
Ljunora Mavric
Emmanuel Lde Doeuff
Mr Emmanuel le Doeuff
Mr John Surtees
Dr John Surtees
Mr Alain Henry
Henry Alain
M Benoit Depireux
Mrs Betty Depireux
Mr Ferdi Dirix
Mr Ferdi Dirix
Mr Dieu Erick
Mr Erick Dieu
Mr Claude Pellegrino
Mr Claude Pellegrino
M Guillaume Delaunay
Mr Guillaume Delaunay

Company Name and Address where individual is located.

UCB PHARMA S A, Chemin Du Foriest, Braine L'Alleud, Belgium
UCB PHARMA, Chemin Du Foriest, Braine-L'Alleud, 1420, Belgium
UCB PHARMA, Chemin Du Foriest, Braine L'Alleud, B-1 420, Belgium
UCB PHARMA, Chemin Du Foriest, Braine L'Alleud, 1420, Belgium
WORLD BOTANICAL PRODUCTS SPRL, Rue Marchevelette 29-31, Namur, 5000, Belgium
WORLD BOTANICAL PRODUCTS, Rue Marchevelette 29-31, Namur, 5000, Belgium
LABORATORIA WOLFS, Westpoort 50, Zwijndrecht, 2070, Belgium
LABORATORIA WOLFS, Westpoort 50, Antwerpen, 2070, Belgium
GSK BIOLOGICALS, Rue Insitut, Rixensart, 1330, Belgium
GSK BIOLOGICALS, Rue De Lindustrie, Rixensart, 1330, Belgium
QUERCUS LABO, Brusselsesteenweg 396, Epegem, 1980, Belgium
QUERCUS LABO, Brusselsesteenweg 396, Epegem, B-1980, Belgium
BOSNALIJEK, Jukiceva 53, Sarajevo, 71 000, Bosnia
BOSNALIJEK, Str Jukiceva 53, Sarajevo, 71 000, Bosnia
BIO SPRINGER, 103 Rue Jeau Jaures, Maisons-Alfort, 94 705, France
BIO SPRINGER, 103 Rue Jean Jaures, Maisons-Alfort, 94 704, France
STARLIGHT PRODUCTS, 129 Chemin De Croisset, B P 4026, Rouen, 76 021, France
STARLIGHT PRODUCTS, 129 Chemin De Croisset, Bp 4026, Rolien, 76 021, France
BIOGARAN, 15 Boulevard Charles De Gaulle, Colombes Cedex, 92 707, France
BIOGARAN, 15 Boulevard Charles De Gaulle, Colombes, 92 707, France

Telephones



We have passed the supplied telephone numbers through a format check process and have identified the following:

The telephone numbers can be standardised in order to be consistent throughout the file.



Please note that this process does not determine whether the number exists. Instead it checks the numbers according to common number formats for a given country, identifies those that are probably invalid and reformats the telephone number field.

Country	Records	Telephone numbers supplied	% Populated	Valid format/number of digits	% Valid	Unverified format/number of digits	% Unverified
Italy	3,691	1,851	50%	1,480	80%	371	10%
Netherlands	3,230	1,859	58%	1,779	96%	80	2%
Spain	2,902	1,382	48%	1,244	90%	138	5%
Germany	2,397	2,009	84%	1,097	55%	912	38%
Switzerland	2,245	1,287	57%	1,222	95%	65	3%
Sweden	1,637	915	56%	898	98%	17	1%
France	1,565	1,346	86%	1,273	95%	73	5%
Belgium	938	708	75%	697	98%	11	1%
Norway	525	285	54%	275	95%	13	2%
Poland	493	265	54%	264	99%	4	1%
Hungary	471	267	57%	250	94%	17	4%
Portugal	366	158	43%	103	65%	55	15%
Denmark	289	265	92%	264	100%	1	0%
Romania	215	99	46%	90	91%	9	4%
Turkey	194	139	72%	35	25%	104	54%
Slovenia	192	120	63%	90	75%	30	16%
Ukraine	118	102	86%	12	12%	90	76%
Greece	115	99	86%	3	3%	96	83%
Austria	98	76	78%	76	100%	-	0%
Slovakia	95	39	40%	14	36%	25	26%
Finland	86	70	81%	51	73%	19	22%
Russian Federation	69	31	45%	29	94%	2	3%
Malta	57	37	65%	13	35%	24	42%
Latvia	43	30	70%	26	87%	4	9%
Bulgaria	34	25	74%	24	86%	4	12%
Lithuania	31	18	58%	18	100%	-	0%
Iceland	28	16	57%	11	69%	5	18%
Monaco	28	17	61%	15	88%	2	7%
Luxembourg	27	17	63%	16	94%	1	4%
Croatia	24	19	79%	19	100%	-	0%
Serbia & Montenegro	20	20	100%	12	60%	8	40%
Cyprus	18	9	50%	9	100%	-	0%
Belarus	13	10	77%	-	0%	10	77%
Estonia	9	9	100%	9	100%	-	0%
Bosnia and Herzegovina	5	5	100%	5	100%	-	0%
Albania	2	-	-	-	0%	-	0%
Armenia	1	1	100%	1	100%	-	0%
Australia	1	1	100%	-	0%	1	100%
Moldova	1	1	100%	1	100%	-	0%
United Kingdom	1	1	100%	1	100%	-	0%
Grand Total	22277	13617	61%	11426	84%	2,191	10%



Job title analysis

- Overview
- Summary
- Address Quality
- Name Quality
- Duplicates
- Telephones
- Job Analysis
- Suspect Data



Utilising our unique key word searching we have been able to classify job titles into **Levels** and **Areas**. This is powerful information that can be used when targeting communications and gives an overview of your database contacts sectors, responsibilities and seniority.

Job Area	Job level												
	Administrator	Chief Exec	Consultant	Controller	Director	Executive	Head	Manager	Partner	President	Secretary	Vice President	Unidentified
****	0	0	0	0	0	0	0	0	0	0	0	0	9
Academic	0	0	0	0	1	0	4	0	5	0	0	0	892
Admin	34	0	0	0	7	0	6	9	0	1	0	0	12
Analyst	0	0	1	0	0	0	2	1	0	0	0	0	37
Communications	0	0	0	0	3	0	0	1	0	0	0	0	1
Contractor	0	0	0	0	0	0	0	1	0	0	0	0	0
Customer Service	0	1	0	0	0	0	2	21	0	0	0	0	20
Energy	0	0	0	0	1	0	1	0	0	0	0	0	0
Engineer	0	0	2	0	5	0	3	12	0	0	0	0	782
Environment	0	0	0	0	0	0	3	3	0	0	0	0	6
Finance	1	14	0	19	9	0	7	16	0	0	0	3	19
HR	0	0	1	0	10	0	13	10	0	0	0	1	30
Health	0	0	13	0	36	0	26	44	1	0	0	2	478
Health & Safety	0	0	0	0	1	0	0	8	0	0	0	0	8
IT	0	2	0	0	23	0	37	36	0	0	0	5	59
Legal	0	0	1	0	7	0	0	1	0	0	0	2	8
Logistics	0	0	1	0	35	3	37	44	0	0	0	5	46
Manufacturing	0	0	0	0	9	0	7	6	0	0	0	0	7
Marketing	0	0	0	0	0	0	1	0	0	0	0	0	7
Operations	0	0	0	0	27	0	4	16	0	0	0	7	4
Pharmaceutical	0	0	0	0	23	0	44	23	1	0	0	2	103
Procurement	0	0	0	0	32	2	36	79	0	0	0	2	752
Public Relations	0	0	0	0	0	0	2	4	0	0	0	0	2
Publishing	0	0	0	0	0	0	0	0	0	0	0	0	3
QC	0	1	7	4	58	2	61	103	3	0	0	7	108
R&D	0	1	6	0	68	0	62	91	6	2	1	16	1420
Regulatory	0	0	3	0	20	0	4	22	2	0	0	3	1082
Sales & Marketing	0	0	4	0	58	4	15	179	1	0	0	12	104
Science	0	1	0	0	4	0	2	3	4	0	0	0	68
Unknown	0	80	68	0	665	18	502	8874	19	62	3	83	4059
Total	35	100	107	23	1102	29	881	9607	42	65	4	150	10127

Suspect Data



Our GSDI (Global Suspect Data Identifier) flags records with possible expletives or issues.

We analyse the data fields separately, as Jesus Christ may well be valid as part of a church name, however not expected as an individuals name

Total potentially suspect data items found: **230**
 Total records affected by potentially suspect data: **221**

Please note not all of the below may turn out to be expletives - only a manual check can confirm. For example:

Substring _gay_
 mr jean philippe gay Likely to be a valid name
 mr gay banger Likely to be an invalid name

Identified in the name fields

Identified	Records
chops	4
man	4
0	3
3	3
gay	3
haha	3
jj	3
name	3
suck	3
ekrem	2
manager	2
mgr	2
pelt	2
5	1
8	1
adaf	1
bang	1
bastard	1
berk	1
director	1
eee	1
error	1
fister	1
general manager	1
greek	1
ha ha	1
pie	1
stun	1
Actual File Total	52

Identified in the address fields

Identified	Records
iii	45
unknown	8
jelenia	7
anal	6
sss	4
address	3
instr	3
quality assuranc	3
quality assurance	3
adaf	2
jj	2
lll	2
n/a	2
ooo	2
pecker	2
president	2
quim	2
rrr	2
as above	1
bimbo	1
bomb	1
bulk	1
consultant	1
director	1
faux	1
git	1
member	1
own	1
pie	1
postcode	1
special	1
xxx	1
Actual File Total	114

Identified in other fields

Identified	Records
iii	9
bulk	8
ass	7
scat	6
bulk	3
gummi	3
anal	2
ass	2
contact	2
mmm	2
noidea	2
angst	1
banger	1
berk	1
ddd	1
eee	1
face	1
git	1
hbb	1
kkk	1
kmk	1
know	1
mutant	1
none	1
ooo	1
sluts	1
sss	1
xxx	1
Actual File Total	64