

## Who Am I

- Martin Putwain
- 11 Years Managing Service Desks
- Banking & Higher Education



**Manchester  
Metropolitan  
University**



Understand what  
it means before  
you present it

UK University League Tables 2017

High-class websites (and one out of the 100) present data in this way have committed a big fat data quality failure. Please don't be misled by this information and make any decisions based on it.



The image shows a man with a beard and glasses looking at a laptop screen. The screen displays a website titled 'UK University League Tables 2017'. The website has a warning message: 'High-class websites (and one out of the 100) present data in this way have committed a big fat data quality failure. Please don't be misled by this information and make any decisions based on it.' Below the warning, there are several tables of data, including 'University League Table 2017', 'University League Table 2016', 'University League Table 2015', and 'University League Table 2014'. The tables show various metrics for different universities, such as 'Research', 'Teaching', 'Employment', and 'Student Satisfaction'.

LEAGUE TABLE

BARCLAYS PREMIER

NAME	Home					Away						
	P	W	D	L	F	A	P	W	D	L	F	A
 Man Utd	38	17	1	1	47	7	10	5	4			
 Chelsea	38	12	7	0	36	13	13	3	3			
 Arsenal	38	14	5	0	37	11	10	6	3			
 Liverpool	38	12	6	1	43	13	9	7				
 Everton	38	11	4	4	34	17	8	4				
 Aston Villa	38	10	3	6	34	22	6	9				
 Blackburn	38	8	7	4	26	19	7	8				



Report on the  
things they  
care about, not  
the things you  
care about

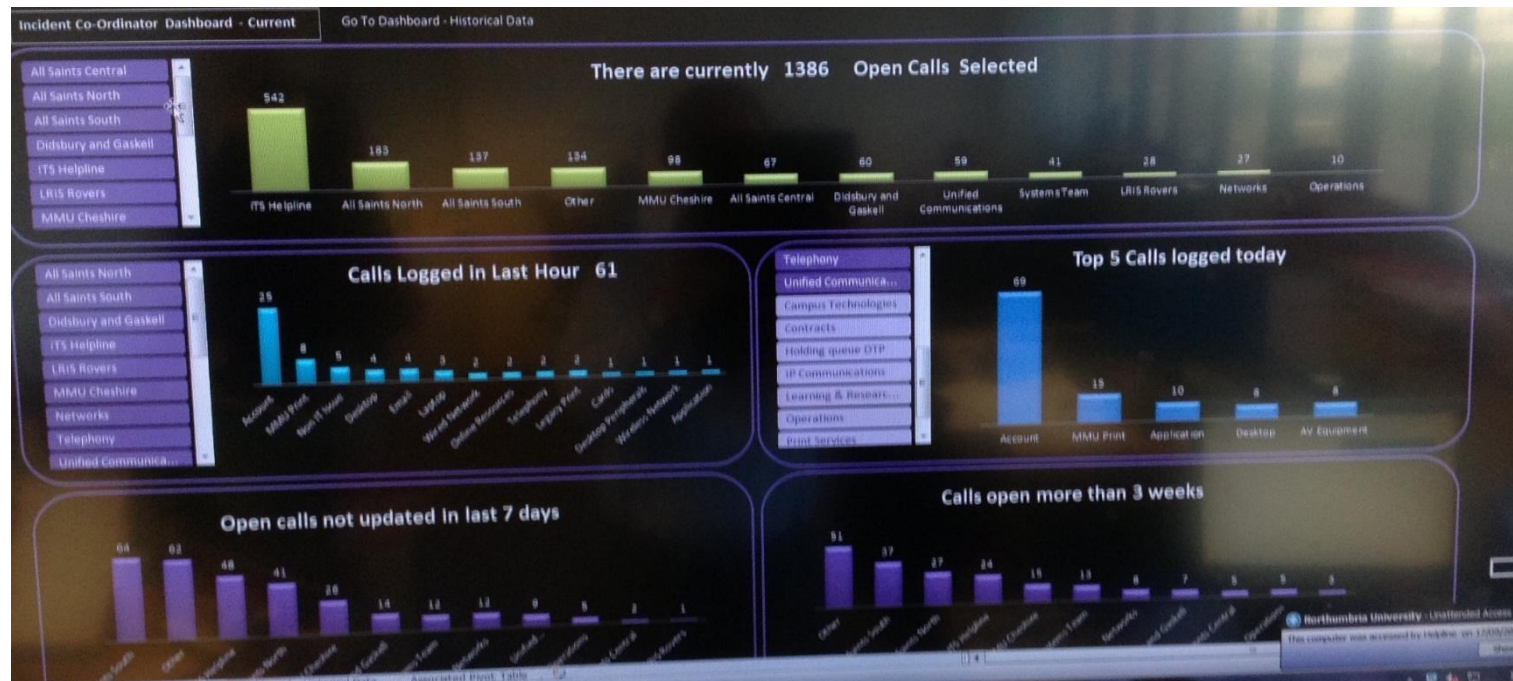
Speak **THEIR**  
Language, **Not**  
Yours

If you can't get the reports you need be prepared start again and build it so you can get what you need.





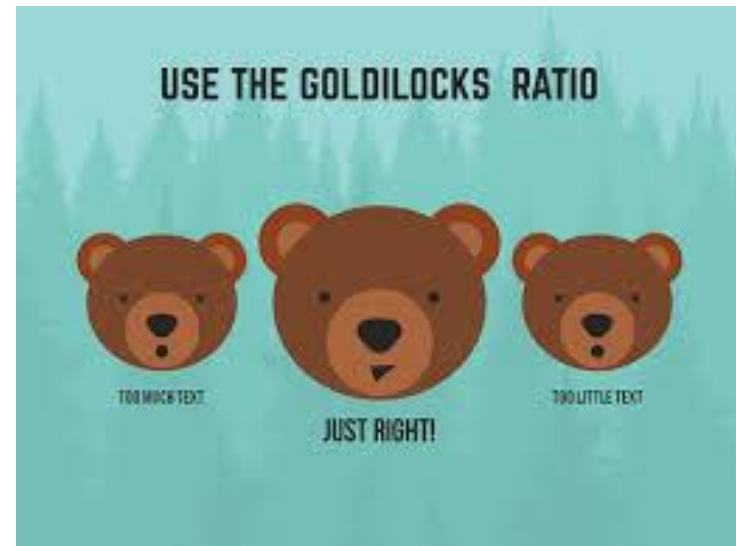
# Report in an open and transparent way, build you team a dashboard



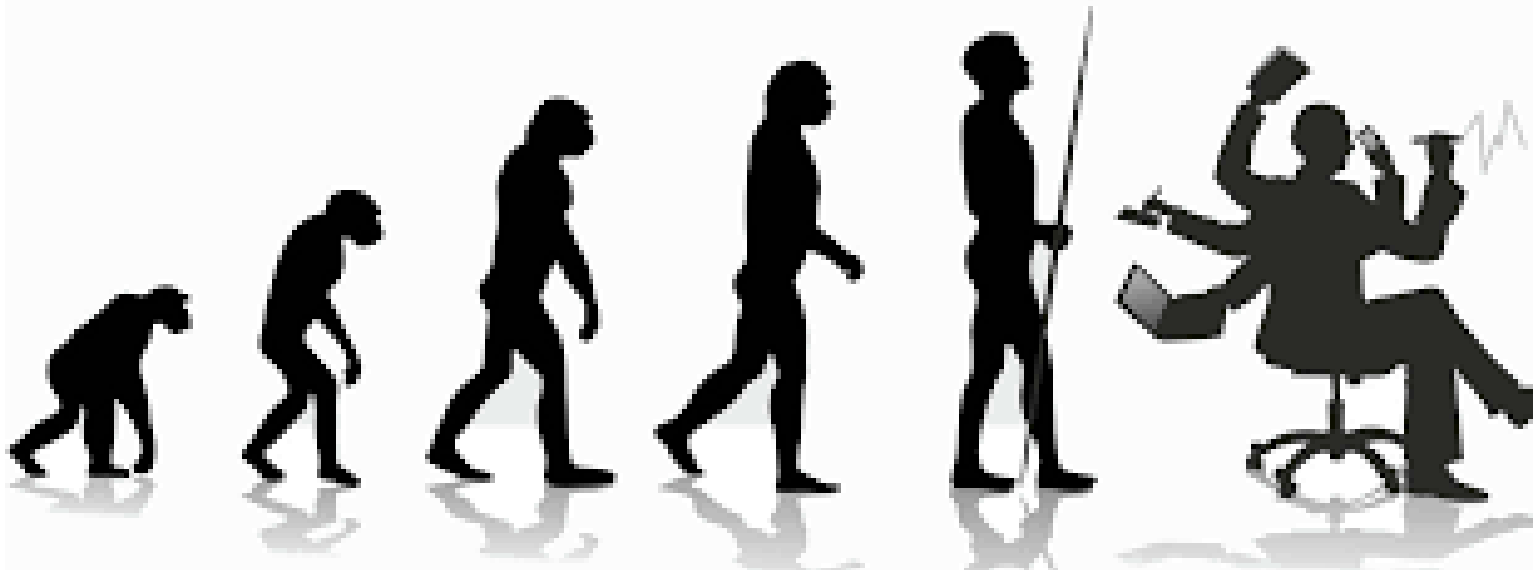
Collect data on  
as much as you  
can, report on  
what will support  
your objective



Report on  
enough, not too  
much, not too  
little

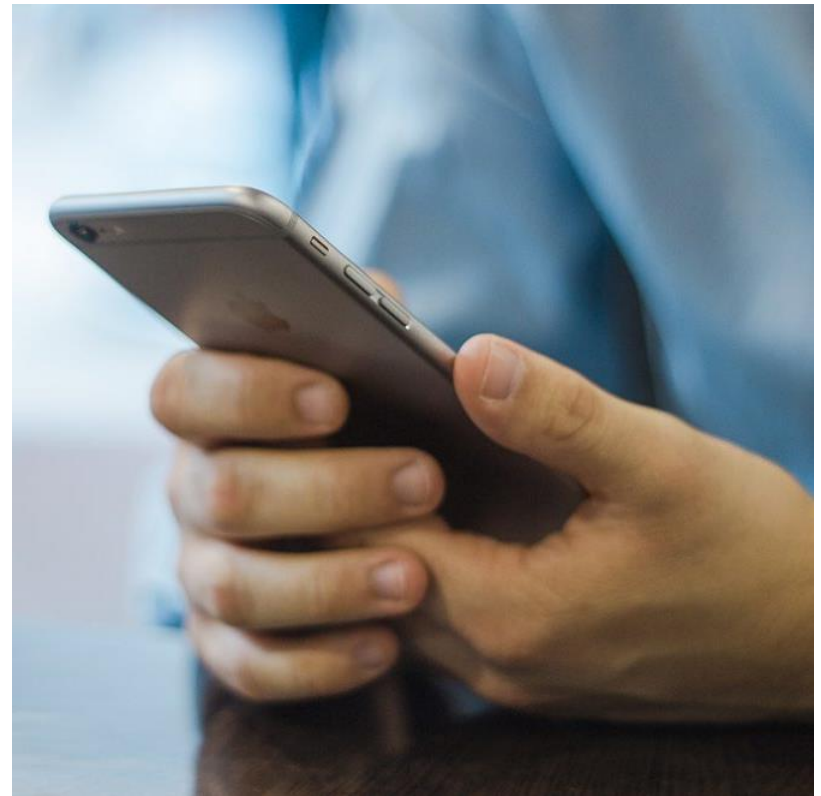


Your organisation is going to change and  
your reporting need to keep up in order to  
remain relevant





How are the recipients of your reports going to be viewing them?



Tailor your  
reports for  
their intended  
audience



Find me on twitter - @mrputwain