REAL INSIGHTS by INDATECH

December 2025

GET REAL WITH DATA

RELIABLE • EXPECTED • ACCURATE • LEGITIMATE

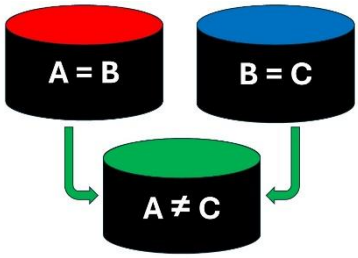
Sometimes you come across a piece of data that doesn't seem to make a lot of sense. There may be theories or opinions about it, but there doesn't seem to be a consistent interpretation.

For an example of this, look no further than Dictionnary.com's "word of the year" for 2025, which is "6-7"! If this was part of your data repository, how would you define it? How would you use it? Or maybe like many folks, you hoped if you ignored it long enough, it'll just go away.

But if it's in your data repository, it may continuously appear and become subject to many interpretations and definitions, which can only lead to issues when you start using it to generate output, even for simple everyday reports.

Remember our previous example of "if A=B and B=C then A=C".

What if B was "6-7"? How does the red bin define it and how does the blue bin define it?



WHAT DOES 6-7 HAVE TO DO WITH BUSINESS

In your own systems, you may come across many data elements that appear to have multiple interpretations.

When the information coming out of these systems gets used to generate output, you can run into issues if there aren't clear definitions of the data you're pulling out. The red bin may be as sure of its definition of "B" as the blue bin is. But they may not be the same.

Inconsistent definitions of data elements and metrics, and coding assignment leads to uncertainty and a lack of confidence in your data.

Frustration with management reports that don't reconcile.

Concerns that what you're seeing is not an accurate picture of your business.

Skepticism about using your current data for new initiatives such as pricing optimization or use of AI.

TRANSFORMATION

Putting aside AI for a minute, if Dictionnary.com had a business "word of the decade" it would likely have been "transformation". Often used along with "we can't look into anything new until our transformation project is completed".

However, how much attention was put into ensuring simple data rules were in place: consistent data definitions, code assignment and metrics formulas. A simple "old school" data confidence assessment can go a long way.

DECEMBER TRANSFORMATION

On the lighter side, there's probably no month on the calendar that creates more transformation than December.

Nature changes as the snow comes and transforms our countrysides and mountains into a lovely white playground. City streets and stores transform into a cavalcade of lights and decorations. With decorations and holiday events, the workplace transforms to a sense of anticipation that things will start to slow down come mid-December with a view of "we'll pick that up again in January". Homes transform into a place of warmth and colours with anticipation of time off and seeing friends and family over the holidays.

We'll pick that up again in January!

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