

The Lifecycle of a Reported Issue (Part 4)



In **Part 1** of this series, we covered how to report issues and inaccuracies to our Data Accuracy department. In **Part 2**, we discussed how issues are reviewed and processed. In this edition, we'll cover how issues are resolved and how to check on the status of a specific matter. In **Part 3**, we covered how issues are resolved and how to check on the status of a specific matter.

For Part 4, we're looking at how some of the recent statistics stack up to each other. In comparing 2019 to 2020 data, we've noticed some interesting trends.

- Missing Tax ID, Personal Promotion, and Incorrect/Missing Information were the top three issues in both 2019 and 2020.
- Total reported issues decreased 8.1% from 2019 to 2020 (15,574 down to 14,309). The sub-category of reported issues submitted via the 'Report Issue' button decreased 5.7% (5,387 down from 5,715).

Data Accuracy department staff run proactive audits to look at common potential data inaccuracies. It is interesting to compare these two years because you can see the way the pandemic has impacted different categories. 2020 had fewer listings and subsequently fewer issues than 2019. On the other hand, our Data Accuracy team handled a significant increase in the number of calls.

- In 2020, staff reviewed almost 332,000 listings that resulted in 36,800+ issues being resolved, a decrease from the 394,000+ listings reviewed and 37,600+ issues resolved in 2019.
- There was a 34.7% increase (3,451 in 2019 vs 4,650 in 2020) in the number of phone calls handled by the Data Accuracy team.

When we compare the first 5 months of 2021 to the same period in 2020, we see some interesting takeaways.

- Two of the top three issues are the same, Missing Tax ID and Incorrect/Missing Information, but other top three spot is currently Missing School. This may have to do with changes that various school districts are making regarding school names.
- In 2021 we are ahead on Reported Issues (2559 vs 2224)

and Violations (6338 vs 4883) but are behind on Courtesy Notices (7169 vs 8686) and calls (1749 vs 1799).

- We are slightly behind the 2020 monthly average of 6847 new listings added per month with 6685 new listings added per month so far for 2021.

Ultimately it will be interesting to see at the end of this year how 2021 compares to 2020. Our Data Accuracy team continually examines statistical trends to improve issue resolution and improve accuracy.