

September 3, 2002

HENRY A. PANKEY  
VICE PRESIDENT, DELIVERY AND RETAIL

SUBJECT: Management Advisory – Retail Data Mart System Surveys  
Report Number (EM-MA-02-002)

This is our report on two surveys focusing on the Retail Data Mart System within the Postal Service (Project Number 01NA034MK000). The Retail Data Mart provides Postal Service managers information on products sold at both the unit and aggregate levels. The objectives of the self-initiated surveys were to determine the level of system usage, satisfaction, and decision-making from the users' perspective.

Postal Service employees using the system gave it an overall positive rating. They were generally pleased with the system, indicating that it: provided useful and timely data; was accurate, reliable, complete; and cost justified. However, users also indicated that few respondents overall are using the system in the decision-making process in areas such as inventory, finance, and marketing. Appendix A summarizes the objective, scope, and methodology limitations of the surveys. Appendix B summarizes actual survey results of the district managers and Appendix C summarizes those of the authorized users. Appendices B and C are located on the enclosed CD-Rom. This report contains no recommendations and is provided for informational purposes.

We appreciate the cooperation and courtesies provided by your staff during this part of the audit. If you have any questions, please contact Robert J. Batta, director, eCommerce and Marketing, at (703) 248-2100 or me at (703) 248-2300.

Ronald D. Merryman  
Acting Assistant Inspector General  
for eBusiness

Attachment

cc: John E. Potter  
John M. Nolan  
Mary Ann Gibson  
Suzanne F. Medvidovich  
Richard J. Strasser, Jr.  
Deborah K. Wilhite  
Anita J. Bizzotto  
Patrick R. Donahoe  
John A. Rapp  
Charles E. Bravo  
Robert L. Otto  
Susan M. Duchek

## **RESULTS OF THE RETAIL DATA MART SURVEYS**

The Office of Inspector General (OIG) conducted two self-initiated agency-wide surveys of the Retail Data Mart System. We will refer to the Retail Data Mart System as (the system) throughout this report. The system is designed to warehouse retail information captured through the POS One terminals, currently being deployed throughout the Postal Service, to provide information on products sold at both the unit and aggregate levels. These surveys were performed by using a random sample of 120 from the universe of 652 authorized users and all of the 85 district managers. We received an overall response of 71 (59.2 percent) from the sample of authorized users and 50 (59 percent) from the district managers. We are presenting the survey responses for informational purposes only.

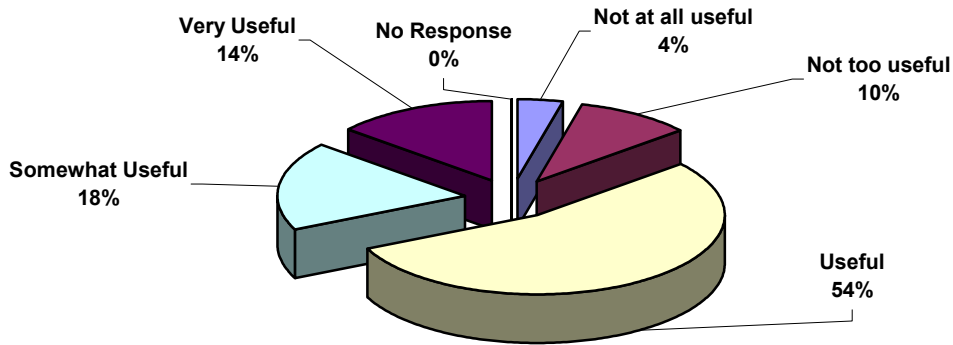
The responses from both groups gave the system an overall positive rating. In the opinion of the respondents, the system provided useful and timely data; was accurate, reliable, and complete; and cost justified. The responses also indicated that there were plans in the future to utilize the system's data in the management decision-making process, with much of the implementation being completed within the next 12 months.

The responses from both groups, however, identified that many individuals are not using the system's data in decision-making processes, specifically in the areas of inventory, marketing, financial, and investigations.

### **OVERALL SYSTEM RATING**

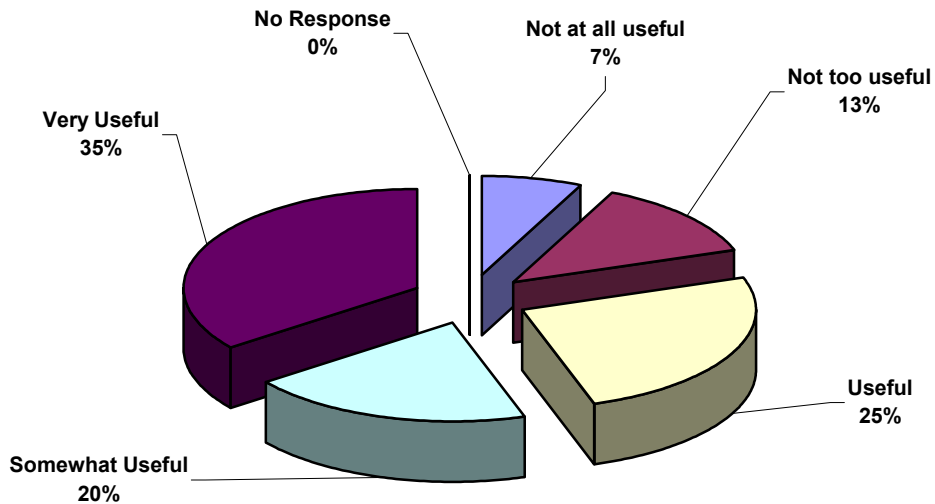
Both groups gave the system an overall positive rating. Comments from both groups can be found in Appendices B and C under questions 22 and 23.

**District Managers (50 reponses)**



<u>Type of Response</u>	<u>No. of Responses</u>	<u>Percentage</u>
Somewhat useful	9	18%
Very useful	7	14%
No Response	0	0%
Not at all useful	2	4%
Not too useful	5	10%
Useful	27	54%

**Authorized Users (71 responses)**

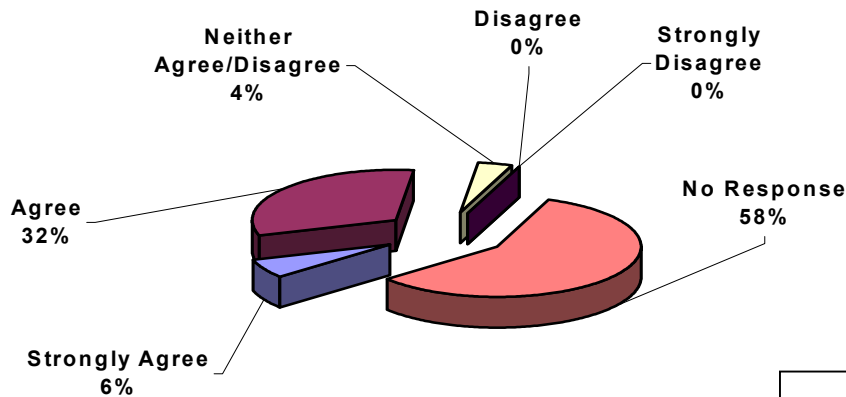


<u>Type of Response</u>	<u>No. of Responses</u>	<u>Percentage</u>
Somewhat useful	14	20%
Very useful	25	35%
No Response	0	0%
Not at all useful	5	7%
Not too useful	9	13%

**TIMELINESS AND USEFULNESS OF THE SYSTEM'S REPORTS**

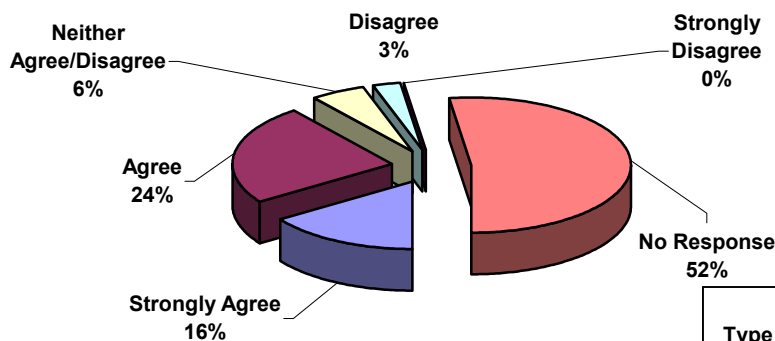
Both groups addressed the timeliness and usefulness of the system's reports. However, 29 of the district managers and 37 of the authorized users did not provide a response. Comments from both groups can be found in Appendices B and C under questions 12, 13, and 13a.

**Report Timeliness  
District Managers**



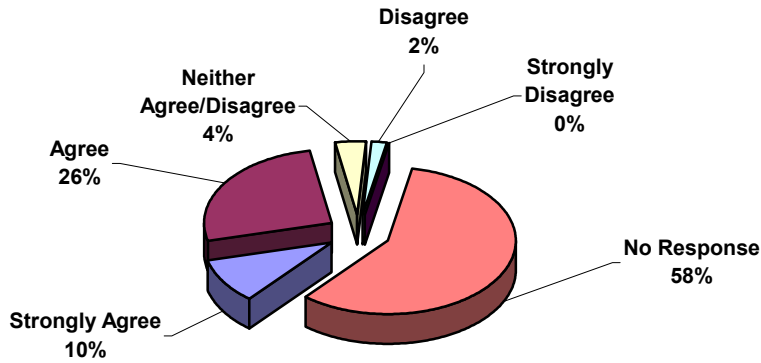
Type of Response	No. of Responses	Percentage
Strongly Agree	3	6%
Agree	16	32%
Neither	2	4%
Agree/Disagree	0	0%
Disagree	0	0%
Strongly Disagree	0	0%
No Response	29	58%

**Report Timeliness  
Authorized Users**



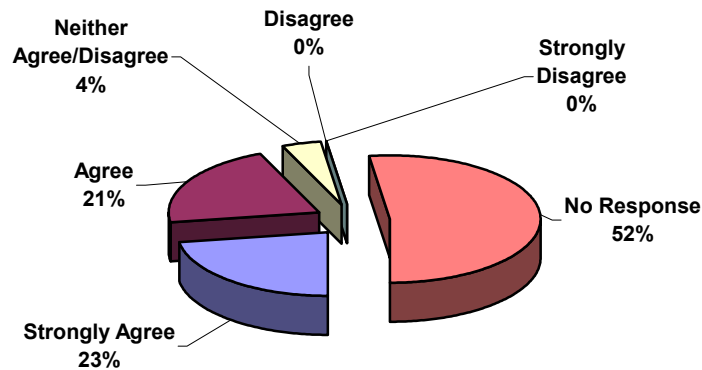
Type of Response	No. of Responses	Percentage
Strongly Agree	11	16%
Agree	17	24%
Neither	4	6%
Agree/Disagree	0	0%
Disagree	2	3%
Strongly Disagree	0	0%
No Response	37	52%

### Report Usefulness District Managers



<u>Type of Response</u>	<u>No. of Responses</u>	<u>Percentage</u>
Strongly Agree	5	10%
Agree	13	26%
Neither Agree/Disagree	2	4%
Disagree	1	2%
Strongly Disagree	0	0%
No Response	29	58%

### Reports Usefulness Authorized Users

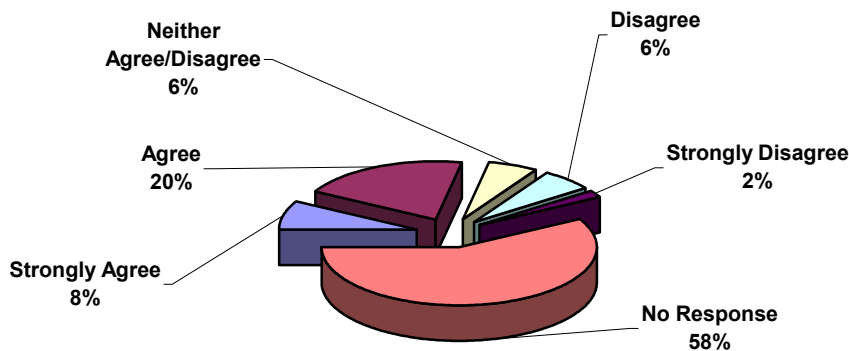


<u>Type of Response</u>	<u>No. of Responses</u>	<u>Percentage</u>
Strongly Agree	16	23%
Agree	15	21%
Neither Agree/Disagree	3	4%
Disagree	0	0%
Strongly Disagree	0	0%
No Response	37	52%

**ACCURACY, RELIABILITY, AND COMPLETENESS OF THE SYSTEM**

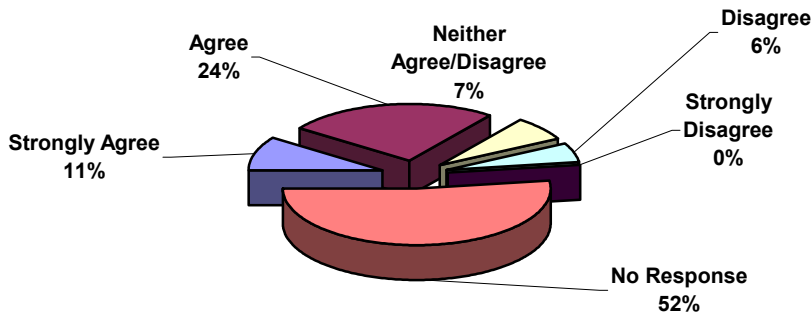
Responses from both groups indicated that the data provided by the system was accurate, reliable, and complete. However, 29 of the district managers and 37 of the authorized users did not provide a response. Comments from both groups can be found in Appendices B and C under questions 9, 10, 11, and 13a.

**System Accuracy  
District Managers**



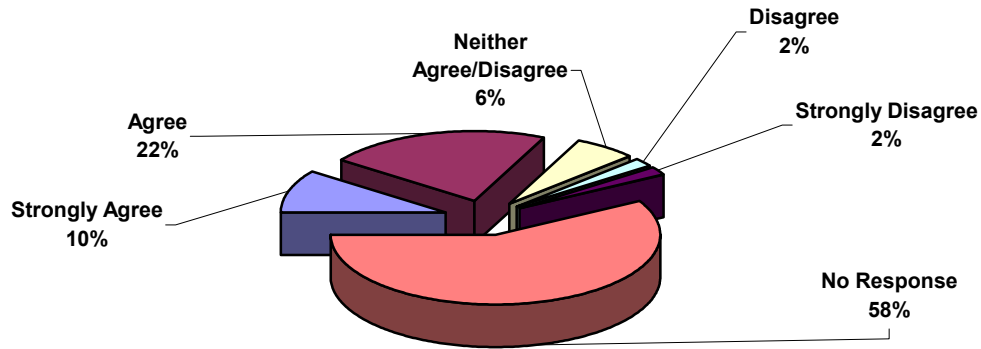
<u>Type of Response</u>	<u>No. of Responses</u>	<u>Percentage</u>
Strongly Agree	4	8%
Agree	10	20%
Neither Agree/Disagree	3	6%
Disagree	3	6%
Strongly Disagree	1	2%
No Response	29	58%

**System Accuracy  
Authorized Users**



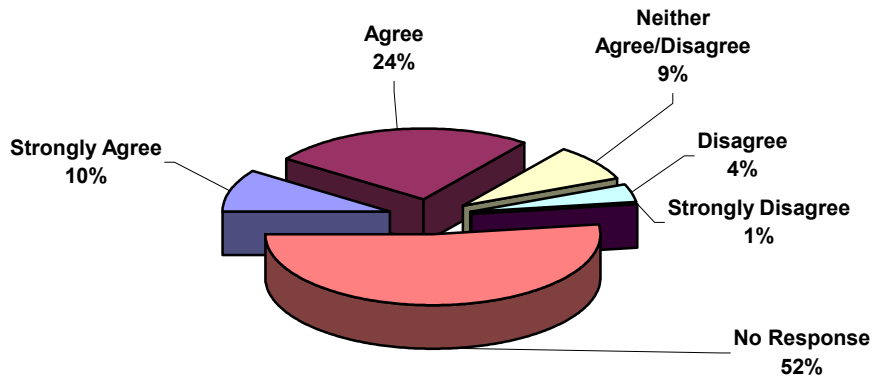
<u>Type of Response</u>	<u>No. of Responses</u>	<u>Percentage</u>
Strongly Agree	7	11%
Agree	18	24%
Neither Agree/Disagree	5	7%
Disagree	4	6%
Strongly Disagree	0	0%
No Response	37	52%

### System Reliability District Managers



<u>Type of Response</u>	<u>No. of Responses</u>	<u>Percentage</u>
Strongly Agree	5	10%
Agree	11	22%
Neither Agree/Disagree	3	6%
Disagree	1	2%
Strongly Disagree	1	2%

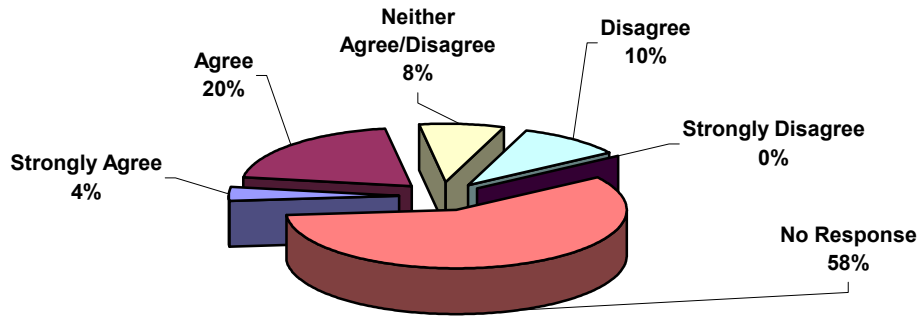
### System Reliability Authorized Users



<u>Type of Response</u>	<u>No. of Responses</u>	<u>Percentage</u>
Strongly Agree	7	10%
Agree	18	24%
Neither Agree/Disagree	6	9%
Disagree	3	4%
Strongly Disagree	0	1%
No Response	37	52%

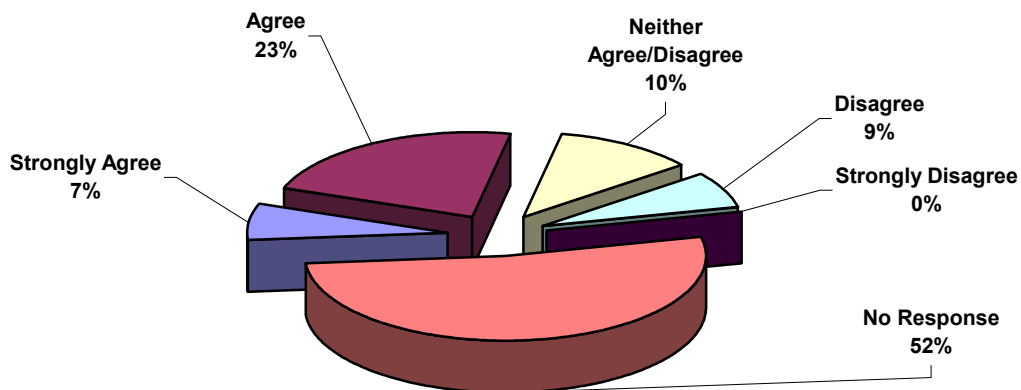


### System Completeness District Managers



<u>Type of Response</u>	<u>No. of Responses</u>	<u>Percentage</u>
Strongly Agree	2	4%
Agree	10	20%
Neither Agree/Disagree	4	8%
Disagree	5	10%
Strongly Disagree	0	0%

### System Completeness Authorized Users

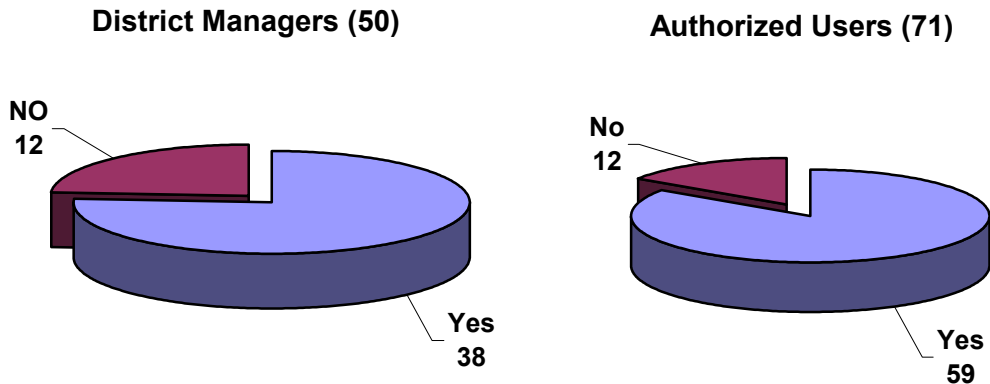


<u>Type of Response</u>	<u>No. of Responses</u>	<u>Percentage</u>
Strongly Agree	5	7%
Agree	16	23%
Neither Agree/Disagree	8	10%
Disagree	5	9%
Strongly Disagree	0	0%
No Response	37	52%

## COST JUSTIFICATION FOR THE SYSTEM

Both groups of respondents concluded that the system was cost justified. Comments from both groups can be found in Appendices B and C under question's 28 and 28a.

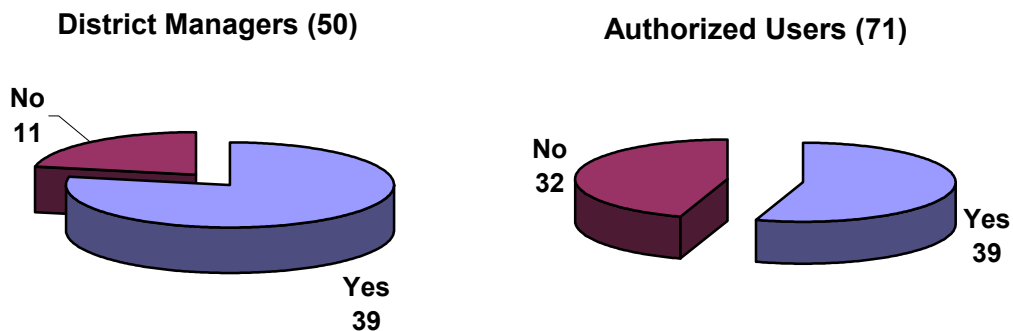
### Cost Justification



## FUTURE UTILIZATION OF THE SYSTEM

Both groups of respondents indicated that there were future plans to utilize the system's data in the management decision-making process. Comments from both groups can be found in Appendices B and C under question's 16 and 16a.

### Future Utilization

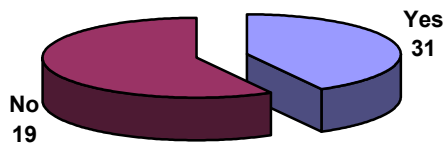


## USE OF SYSTEM DATA IN THE DECISION-MAKING PROCESS

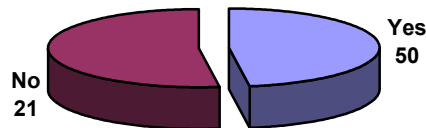
The responses from both groups indicated that some individuals use the data from the system's reports to make decisions. Comments from both groups can be found in Appendices B and C under question's 8 and 13a.

### Use of System Data in the Decision-Making Process

District Managers (50)



Authorized Users (71)



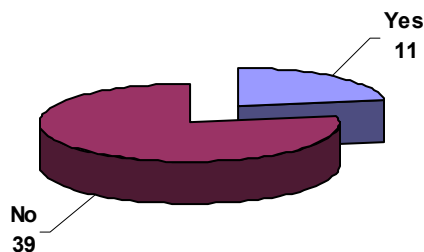
## USE OF SYSTEM DATA FOR DECISION-MAKING IN SPECIFIC AREAS

Both groups indicated that data from the system's reports was not always being used in the decision-making process. Comments from both groups related to inventory, marketing, financial and investigations can be found in Appendices B and C under questions 3, 4, 5, and 6, respectively.

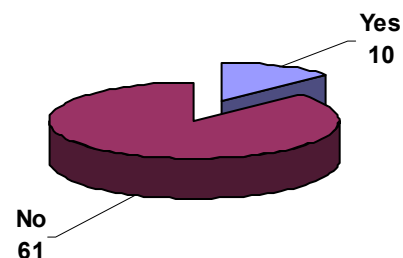
Responses from district managers and authorized users indicated that few of the respondents are using the system's data to make decisions in inventory areas. Many managers and authorized users indicated the use of standard field accounting system unit revenue data access,<sup>1</sup> but other reports are also listed in 17a.

### Used for Inventory Decisions

District Managers (50)



Authorized Users (71)

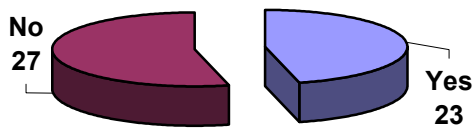


<sup>1</sup> Standard field accounting system unit revenue data access – SURDA.

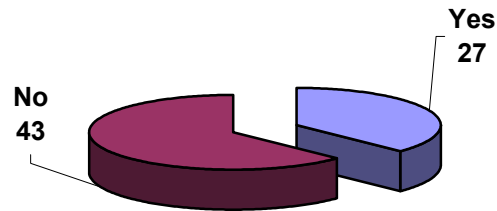
Responses from district managers and authorized users indicated that some of the respondents are using the system's data to make decisions in marketing areas. Many district managers indicated the use of standard field accounting system unit revenue data access for reports in the marketing area. (See question 18a.)

**Used for Marketing Decisions**

**District Managers (50)**



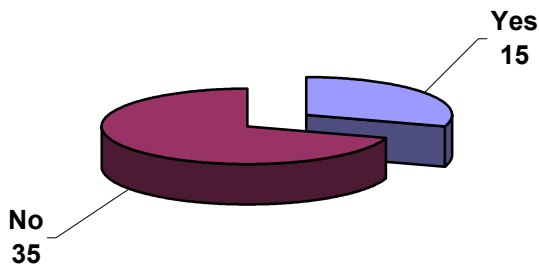
**Authorized Users (71)**



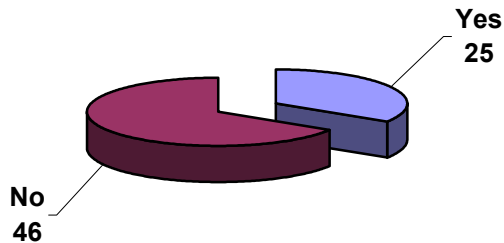
Responses from district managers and authorized users indicated that few of the respondents are using the system's data to make decisions in financial areas. Many district managers and authorized users indicated the use of standard field accounting system unit revenue data access for reports in the financial area. (See question 19a.)

**Used for Financial Decisions**

**District Managers (50)**

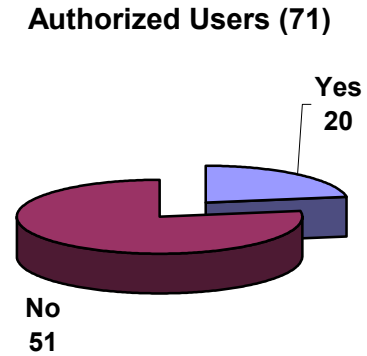
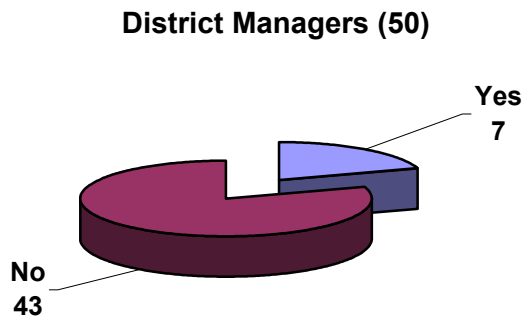


**Authorized Users (71)**



Responses from district managers and authorized users indicated that few of the respondents are using the system's data to make decisions in investigation areas.

**Used for Investigative Decisions**



## **APPENDIX A**

### **OBJECTIVE, SCOPE, AND METHODOLOGY LIMITATIONS**

#### **Objective**

The OIG's January 31, 2002, Retail Data Mart audit announcement letter listed four specific objectives. These surveys satisfy objective number two, to determine whether and how the Retail Data Mart System is being used.

#### **Scope Limitations**

- We did not project the results of the sample to the universe, since sample data was incomplete.
- Appendices B and C contain actual results of surveys except for data which may link responses to the respondent.

#### **Methodology**

The OIG conducted two agency-wide surveys of the Retail Data Mart System. These surveys were performed by using a random sample of 120 from the universe of 652 authorized users and all of the 85 district managers. We received an overall response of 71 (59.2 percent) from the sample of authorized users and 50 (59 percent) from the district managers. We are presenting the survey responses for informational purposes only. Conclusions in our summary are based on actual survey data.