ARTIFISCAL TACTICAL EXECUTION PLAYBOOK

The 90-Day Data Hygiene Sprint & Board KPIs

Excerpted from The Artifiscal Data Governance Framework by Jonathan Anderson | Managing Principal - Enterprise AI Strategy, Artifiscal

Using **Minimum Viable Governance**, leadership locks down the 20% of Critical Data Elements (CDEs) that power 80% of revenue, risk, and customer experience first. This 90-day sprint runs directly alongside Phase 1 and Phase 2 of the *180-Day "Build + Run" Roadmap* to satisfy Green-Light Condition #2.

The 90-Day Data Hygiene Sprint

Sprint Phase	Timeline	Core Operational Deliverables
1. Audit & Catalog CDEs	**Days 1 to 30**	Identify the top 2 to 3 target workflows slated for AI or API automation; map exact source systems, tables, and document repositories; assign an Executive Data Owner, Domain Steward, and Technical Custodian to each domain.
2. Classify, Clean & Lock	**Days 31 to 60**	Tag all in-scope assets using the 4-Tier AI-Eligibility Matrix (Tiers A to D); deduplicate records, archive stale versions, and establish a single Golden Record; enforce RBAC permission inheritance and automated DLP/PII masking at the API gateway.
3. Automate & Monitor	**Days 61 to 90**	Deploy automated validation rules flagging missing fields, schema breaks, or anomalies prior to AI ingestion; activate lineage tracking; initiate monthly Data Governance KPI reporting to the AI Governance Council.

Board-Ready Data Governance KPIs

Metric	What It Measures	Target Benchmark	Executive Value
AI-Eligibility Classification Rate	% of active repositories and databases tagged under Tiers A to D.	**100% of in-scope AI systems**	Eliminates blind spots and prevents accidental leakage of Tier D assets.
Critical Data Lineage Coverage	% of Tier 2 AI outputs traceable to a verified Golden Record.	**100%**	Enforces *The Law of Transparency* and ensures audit readiness.
Data Defect Rate	% of records failing accuracy, completeness, or uniqueness checks prior to ingestion.	**< 1.0% on Critical Data Elements**	Stops hallucinations and downstream operational errors at the source.
Mean Time to Remediate (MTTR)	Average hours required for a Steward/Custodian to resolve a flagged data anomaly.	**< 24 hours for Tier 1/2 pipelines**	Measures active operational rigor rather than passive reporting.
Token Waste Ratio	% of departmental AI token spend tied to reprocessing, duplicate queries, or bad-data rework.	**< 5.0% of quarterly token budget**	Connects data hygiene directly to CFO margin and **Return on Token (ROT)**.

Ready to launch a 90-Day Data Hygiene Sprint inside your enterprise? Schedule an executive briefing with Artifiscal at **www.artifiscal.com**.