

# Objective

## Definition

An objective a [thing](#) aimed at or sought.

## Relation(s)

- Objective is supertype of [data quality objective](#).
- Objectives and [goals](#) both refer to the desired outcomes that a person or organisation wants to achieve.

## Examples

- Earn a minimum of 15% return on investment in a fiscal year
- Increase the company's market share to 7% by the end of the next fiscal year
- Cut down the operating costs by 10% within two years
- Reduce the response time for sales inquiries to 12 hours by the end of this quarter

## Reference

Indeed. [Difference between goals and objectives](#).

From:  
<https://datamanagement.wiki/> - **Data Management Wiki**

Permanent link:  
[https://datamanagement.wiki/general\\_term/objective?rev=1679162388](https://datamanagement.wiki/general_term/objective?rev=1679162388)

Last update: **2024/03/08 13:33**

