




Why Data Quality is valuable?

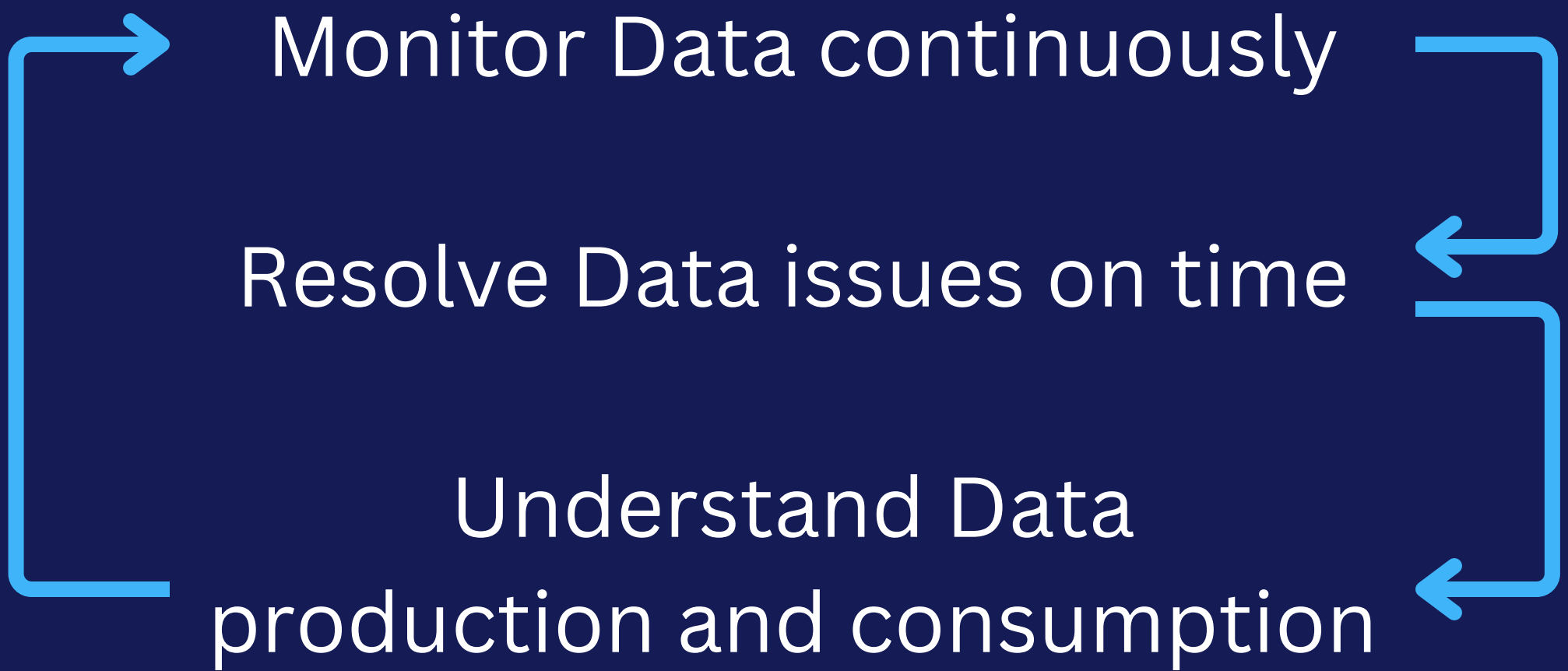
This is what really happens when we reach higher levels of Data Quality:

- Data Quality increases 
- Data value increases 
- Business value increases 



How to ensure Data Quality?

Data Quality is not achieved once and we are done. It's an iterative process:



What are the benefits from Data Quality?

- We make better business decisions
- We mitigate risks caused by Data production and consumption
- We achieve higher customer satisfaction
- We design, build and maintain efficient business processes



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What are the criteria for Data Quality? (1/2)

- Completeness

All expected records and column values are populated and present

- Validity

All values are valid according to business context and defined rules

- Uniqueness

All duplicate records according to business context and defined rules are removed



What are the criteria for Data Quality? (2/2)

- Consistency

All data records and values are the same across all systems and data objects

- Timeliness

All data are available when expected

- Accuracy

All data are correct and form the single source of truth



Roles & Responsibilities

Roles	Responsibilities
<p>Those who produce Data DB owners-admins, ETL devs, Data scientists, etc</p>	<ul style="list-style-type: none"> • Implement data quality rules • Resolve data quality issues
<p>Those who consume Data ETL devs, Data Scientists, managers, executives, analysts, etc</p>	<ul style="list-style-type: none"> • Advise on data quality rules implementation • Check data quality before usage • Report data quality issues
<p>Those who oversee and govern overall Data Quality Data Governance team Data Stewards</p>	<ul style="list-style-type: none"> • Define and enforce data quality policies for collection, storage, processing, sharing and compliance • Implement security and privacy measures • Manage data life cycle • Define data quality roles and responsibilities • Define and monitor data quality metrics and KPIs • Ensure availability of appropriate data quality tools, processes, and training



