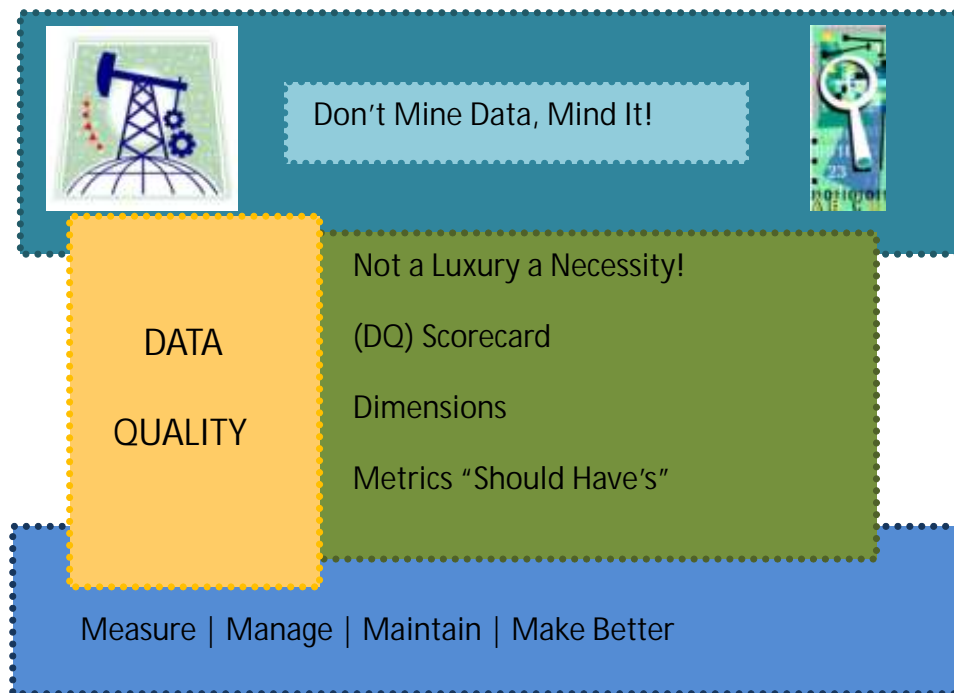


Developing an Insightful Data Quality (DQ) Scorecard



Emphasize on Insightful DQ Scorecards

Exorcise Irrelevant 'So What' Metrics

Any data intensive business will understand that quality is the foundation in making critical decisions. However, how many organizations assume that the quality of their data is good without measuring it with quantifiable metrics?

There is a famous saying that, "What is not measured is not managed", and what is not managed is surely not possible to maintain or improve. Maintaining high quality data requires developing quantifiable scores through metrics that define data sets.

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In order to understand how to build a Data Quality (DQ) Scorecard, the following dimensions need to be considered:

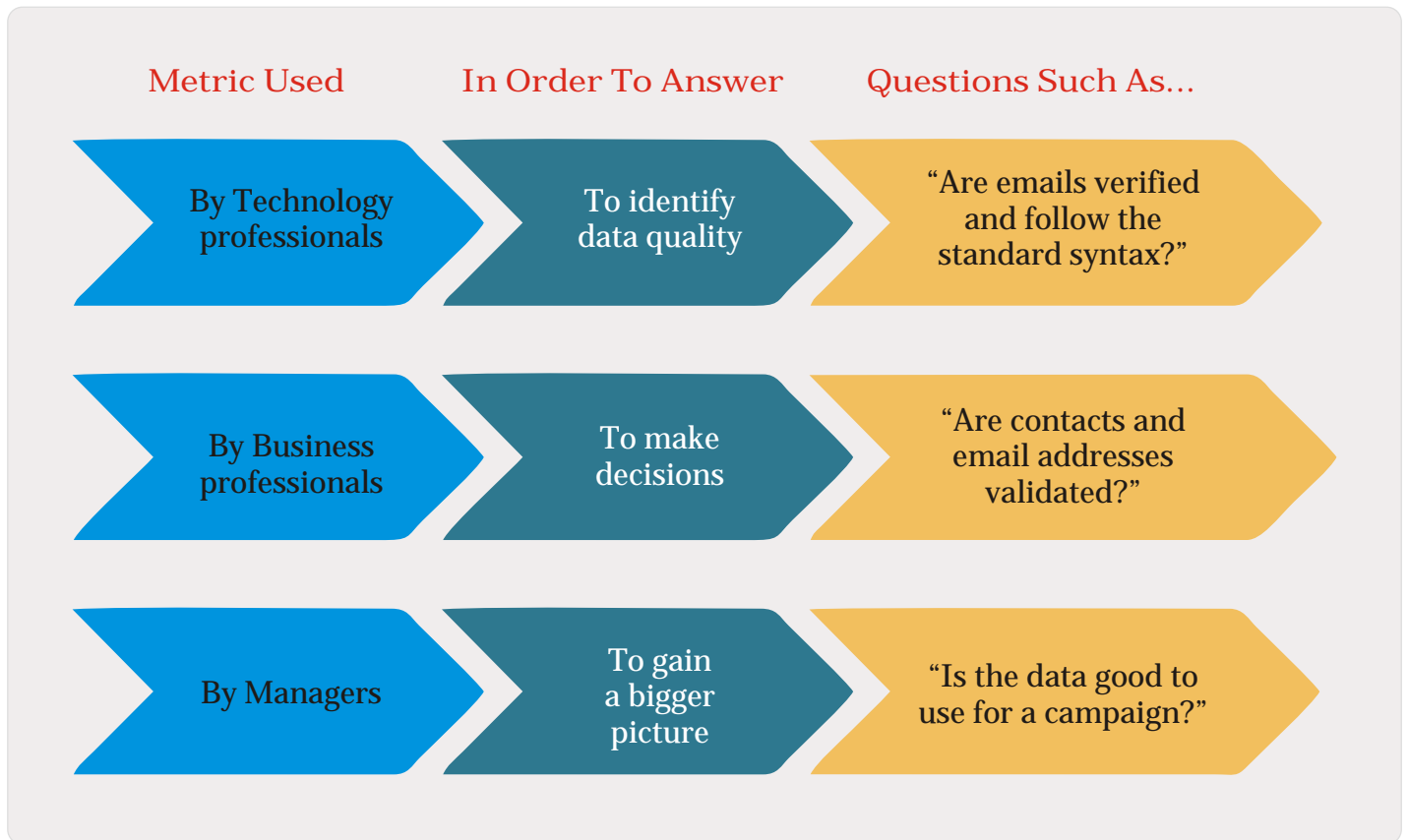
Data Quality Dimensions

- Available and Complete – To ensure that missing data is added and available data is complete.
- Accurate and Recent – To establish whether data is correct and updated.
- Consistent – To ascertain if data is coherent and related to other elements in the data set.
- Compliance with Standards – to verify whether data follows standards.

Data Quality Metrics “Should Have’s”

- Definition – metrics should have data quality rules and well defined target of business users.
- Relevant – metrics should have a business context and define how it improves performance.
- Measurable - scores should be measurable and quantifiable within a particular range.
- Controllable – metrics should define a controllable aspect of business processes.
- Traceable – there should be a ‘time series’ to trace and track the results in order to provide insights and measure improvements.
- Data currency – currency is defined as the extent to which data is updated in the real world context. Data currency is identifying the frequency at which data needs to be refreshed, or the ‘freshness quotient’.

Three Levels of Data Quality Metric Development



Well defined data quality dimensions and metrics are insightful and provide information on areas of improvement. Measuring and quantifying aspects of data quality without qualified relevance (what is known as 'so what' metrics) is insignificant in developing an insightful DQ scorecard. Therefore, taking into consideration an organized and definite approach will facilitate appropriate assessments and relevant improvements in the building a strong foundation for businesses, which is Quality Data!

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