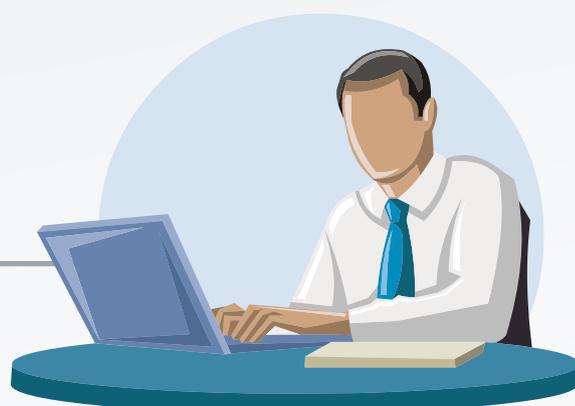


# B2B Marketing CHEAT SHEETS

## Data Quality



### What It Is

- ✍ Data quality refers to the level of fitness it possesses in context with the end use for which it was created.
- ✍ The various facets of data quality include correctness, accuracy, completeness, currency and credibility.

### What it is not

- ✍ Data quality is not about the number of incorrect fields, the percentage of addresses that are incorrect, a score on accuracy or number of null entries in the database.
- ✍ It does not have consistency through time, as every data set changes based on business requirements.

### Best Practices

**Understand Your Target Market** - In order to improve data quality, you need to know who your data is targeted to. The target here refers to an entity or concept based on which your data is created and applicable.

**Identify Business Rules** – Document and code 'pain points' of subject matter experts (SMEs) in order to identify your business rules. Business rules based on the subject are more likely to result in successful programmatic execution.

**Define Data Quality** – Based on different objectives and intent of data creation, the quality that needs to be maintained will differ. While for some it may mean meeting customer expectations for other it could be the number of data sets that are accurate, current, complete and credible.

**Make Everyone Accountable for Data Quality** – From top management to stakeholders at each level of the organization must take ownership of maintaining data quality. Only with this support can data governance committees consistently build high quality data.

*Consider data as your most valuable corporate asset, equally responsible for providing a competitive edge!*

### Dictionary

**Data Quality Rule** – Include specifications or problems in a data set that should be corrected.

**Data Governance** –The combination of data management, business process management and data quality.

**Data Quality Dimensions** - Include accessibility, accuracy, completeness, consistency and credibility.

**Database Profiling** –The analysis of a database to establish its structure and internal relationships of different data sets.

**Master Data Management (MDM)** – Is a centralized master data file that is linked to critical data across an entire organization.

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