Explain the characteristics of good data quality:

- **Consistency:** The same data values stored in difference locations should not conflict with one another.

- **Accuracy:** The data should reflect actual, the measure of accuracy can be confirmed with a verifiable source.

- **Completeness:** Completeness is a measure of the data's ability to effectively deliver all the required values that are available.

- **Validity:** Data should be collected according to defined business rules and parameters, and should conform to the right format and fall within the right range.

- **Accessible:** Quality data must be present in the information system and accessible to the processes and users who use it.