

Throughout my career, I've worked with various companies using different data strategies and yielding different outcomes. The consistent factor has been that the effectiveness of our data strategy relied on the quality of the data. The lack of good quality data has caused leadership to take decisions under false assumptions, which in turn causes significant setbacks on the company's goals. As the volume of data increases annually due to emerging technologies such as the Internet of Things, implementing big data will necessitate a robust structure capable of organizing and cleaning data. The question every organization must ask is how to start to clean their data? Huxley's article emphasizes research, but let's shift to discussing how data quality benefits businesses and the problems that arise from poor data quality.

When it comes to cleaning up, upfront commitment is important (Leong, 2020). Efforts may fail without strong commitment from leadership teams. It is important for leadership to embrace this vision and communicate its advantages throughout the organization, emphasizing benefits rather than imposing it as a mandate, to foster a data culture that aligns with organizational values and goals

Another subsequent step is a clear understanding of the data being collected, processed and stored. CRMs can integrate with data lakes which in turn are used as a data source for data visualization tools. This high view of the process allows data engineers to work on solutions to improve on the data quality.

The last step I want to mention is user adoption. When a user is not competent using a platform examining existing data, it can result in both frustration and miscalculations (Sweary, 2019). Data literacy empowers teams to identify trends, derive insights, and drive innovation, ultimately giving the company a competitive edge in the market.

Huxley, K. (2020) Data Cleaning, *SAGE Research Methods Foundations*, Available at: <https://doi.org/10.4135/9781526421036842861> [Accessed 26 May 2024].

Leong, K (2020) Tidy Up Your Company's Data Marie Kondo-Style. Available from <https://hbr.org/2020/05/tidy-up-your-companys-data-marie-kondo-style> [Accessed 26 May 2024].

Sweary, R (2019) The Death Of Dirty Data: The Importance Of Keeping Your Database Clean. Available from <https://www.forbes.com/councils/forbestechcouncil/2019/04/12/the-death-of-dirty-data-the-importance-of-keeping-your-database-clean/> [Accessed 26 May 2024].