Explain the characteristics of good data quality

1. Accuracy

Closeness of data to the true values, checked against external data sources and visual data governance

#### 2. Validity

The degree to which your data conforms to the defined business rules of the domain (reference table, range, etc.).

#### 3. Uniqueness

A ‘Golden Record’ view of data or a single version of the truth for data, accessible across the enterprise landscape.

#### 4. Completeness

The extent to which all required data is available.

#### 5. Consistency

How consistent the data appears within data sets, across different data sets, or with other data sources.

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