**Data Quality:**

Data quality is crucial – it assesses whether information can serve its purpose in a particular context (such as data analysis, for example). So, how do you determine the quality of a given set of information? There are data quality characteristics of which you should be aware.

There are five traits that you’ll find within data quality: accuracy, completeness, reliability, relevance, and timeliness – read on to learn more.

* Accuracy
* Completeness
* Reliability
* Relevance
* Timeliness

| **Characteristic** | **How it’s measured** |
| --- | --- |
| Accuracy | Is the information correct in every detail? |
| Completeness | How comprehensive is the information? |
| Reliability | Does the information contradict other trusted resources? |
| Relevance | Do you really need this information |
| Timeliness | How up- to-date is information? Can it be used for real-time reporting? |