**Data Quality Form (Toy R Us)**

**👉 Business Question:**Which toys has the highest rating?

For each item below, give a score ranging from 1 to 5.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** |
| Poor | Below Average | Average | Good | Excellent |

1. **Relevance**
   * **DESCRIPTION**: How relevant is this data to the business question you are trying to answer? Are all of the fields useful as a part of the analysis?
   * **SCORE**:  **4**
2. **Timeliness**
   * **DESCRIPTION**: How up to date is the data? Is it recent enough and covering a long enough range of time to be useful?
   * **SCORE**: **5**
3. **Historical Usage**
   * **DESCRIPTION**:  Has this data been utilized in other analyses?  If there is not much usage of the data source, is there a reason for this?  Could other users be avoiding this data set for a particular reason?
   * **SCORE**: **3**
4. **Cleanliness**
   * **DESCRIPTION**: How clean is the data set? Are there a large amount of null values, duplicated rows, or inconsistent formatting of the data? Will it take a lot of work to get it in usable form?
   * **SCORE**: **3**
5. **Credibility**
   * **DESCRIPTION**: What source is this data set coming from?  Is this considered a trustworthy source?  Are there any potential biases that this data source may hold that could skew their presentation of the data?
   * **SCORE**: **5**

**TOTAL SCORE: 20/25**

<https://www.toysrus.com/shop-by-age/5---7-years/>