

# Title: Ensuring Data Quality and Integrity in the Business Database

## User Story

**As a** database manager,,

**I want to** to regularly validate and update the business information in our database,

**So that** we maintain high data quality and integrity, ensuring that our business records are always accurate and current.

**The Challenge:** *Over time, business information can change. Companies move, update their contact details, or change their operational status. Our database needs to reflect these changes promptly to remain useful.*

## Acceptance Criteria:

1. **Automated Identification Accuracy:** The system correctly identifies at least 90% of the entries that require updating or verification, as measured against a manually reviewed sample.
2. **External Data Verification:**
  - a. The system will use trusted external sources and APIs, like the Secretary of State's database and Google Places, to cross-check the accuracy of our business information.
  - b. It will compare our records with these external sources to identify any discrepancies.
3. **Alerts and Flags for Review:** When the system finds information that might be outdated or incorrect, it will flag these entries so we can review and verify these entries manually.
4. **Continuous Improvement:** The system will learn from each update, becoming more efficient at identifying outdated information over time.

