

# \* Importance of Data Cleaning in DS.

Data cleaning also known as Data cleansing (or data scrubbing) is one of the most critical steps in DS process

## 1. Ensures Accuracy & Reliability.

Dirty data - containing errors, duplicates or inconsistencies. Clean data ensures that the results and models built from it are trustworthy & robust.

## 2 Improve Model Performance :-

ML Algo. are sensitive to the quality of input data. Clean data helps algo. learn better patterns & relationships.

## 3. Enhances Decision-Making :-

Business decisions based on unclean or incorrect data can be costly. Clean data leads to clearer insights and better strategic decision across financial, marketing, operations & more.

#### 4. Support Data Consistency.

In project involving multiple data source  
inconsistency in formats, naming  
conventions or units can arise.

#### 5. Boost User Confidence.

When stakeholders see clean & accurate  
data, they are more likely to trust  
it. fact upto scientists and analysts,  
by date