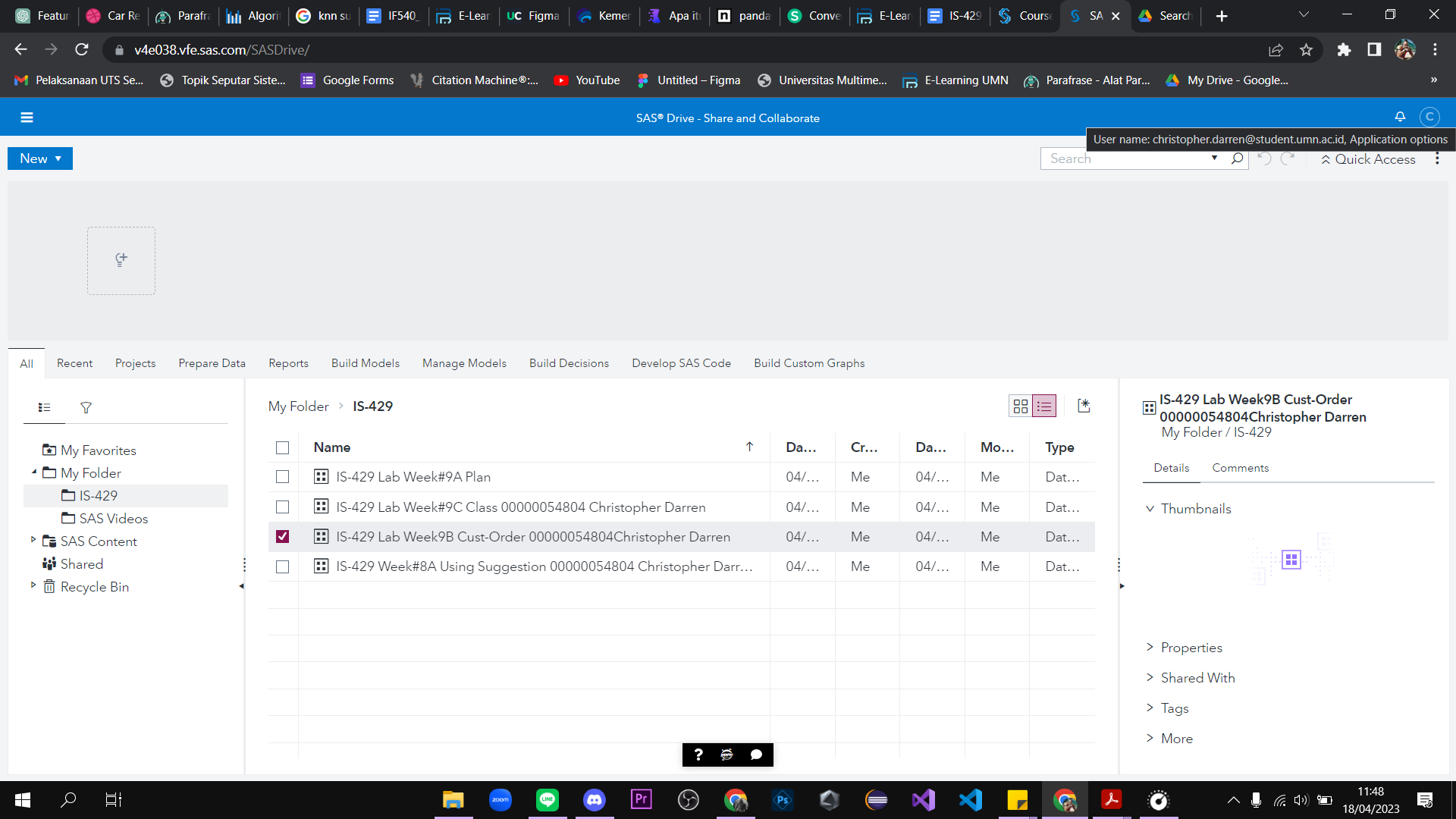
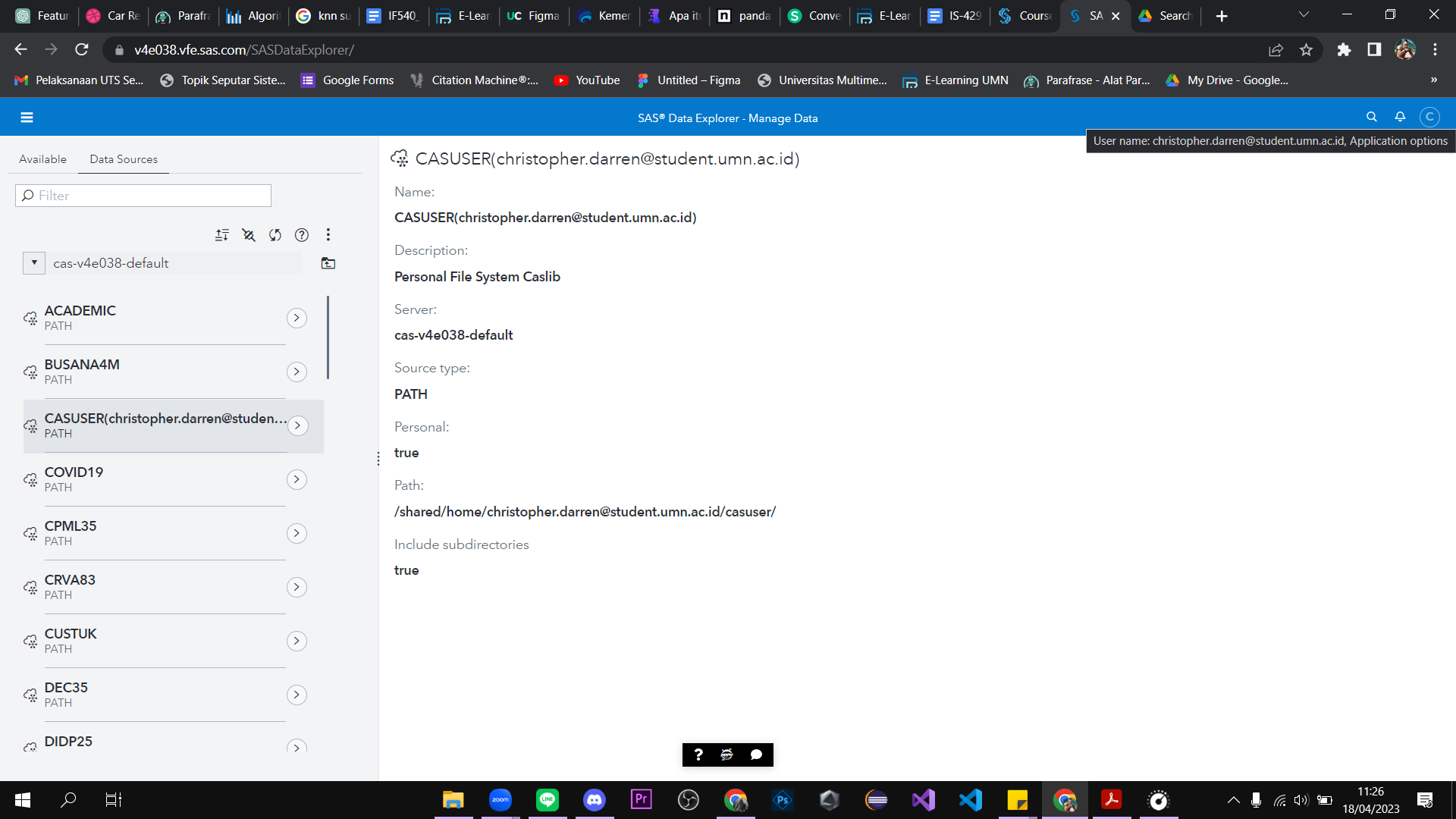
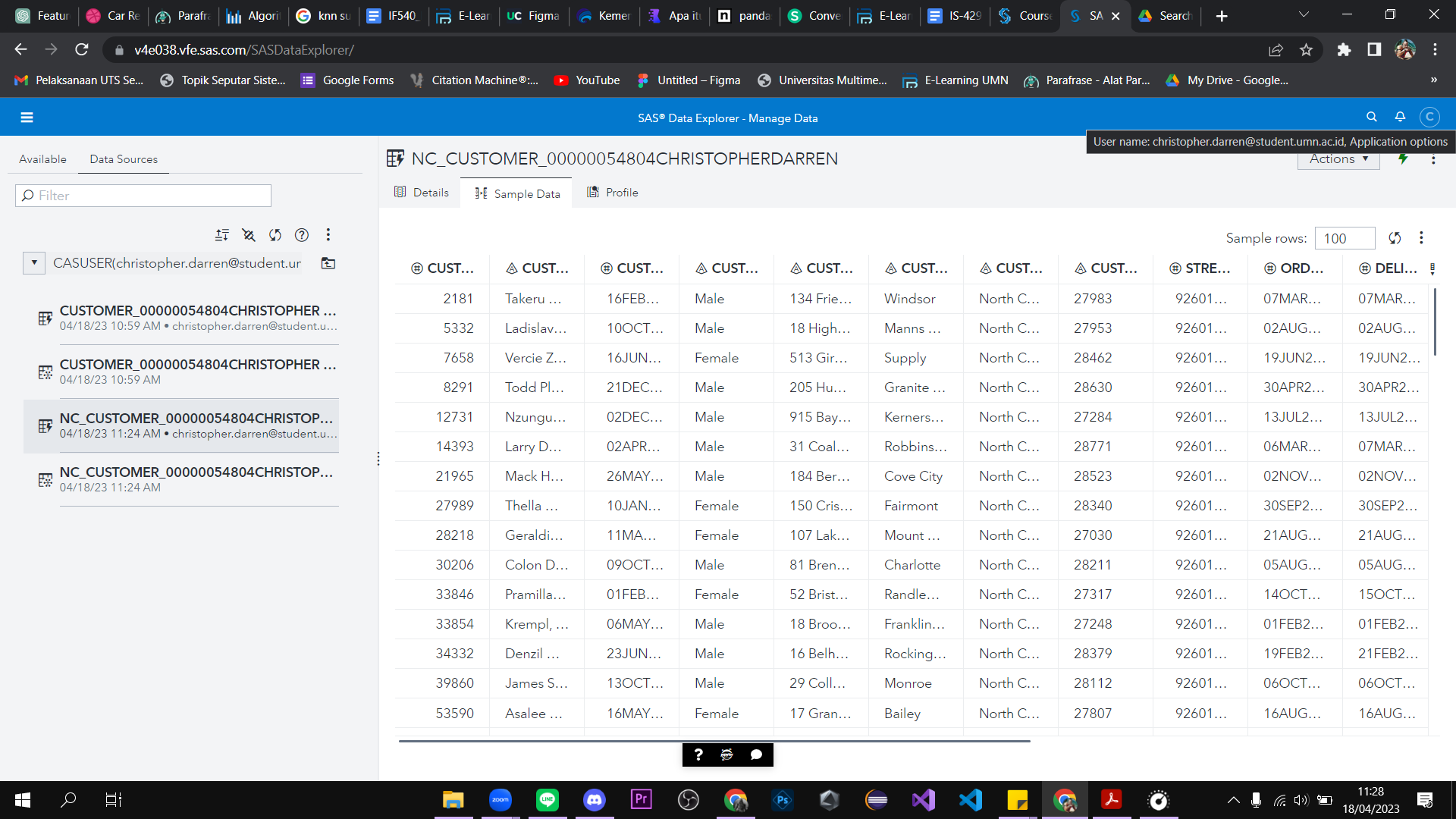
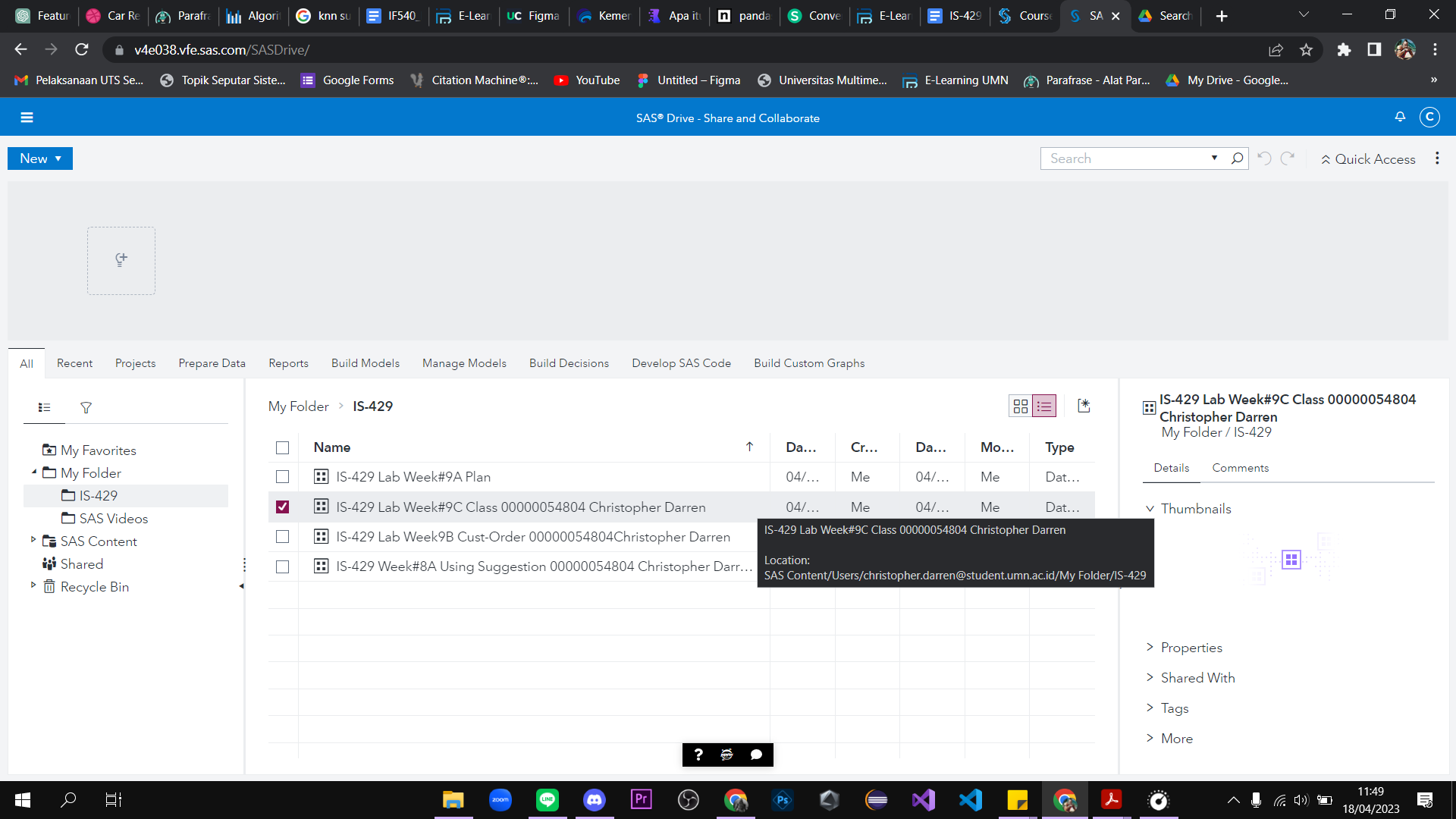


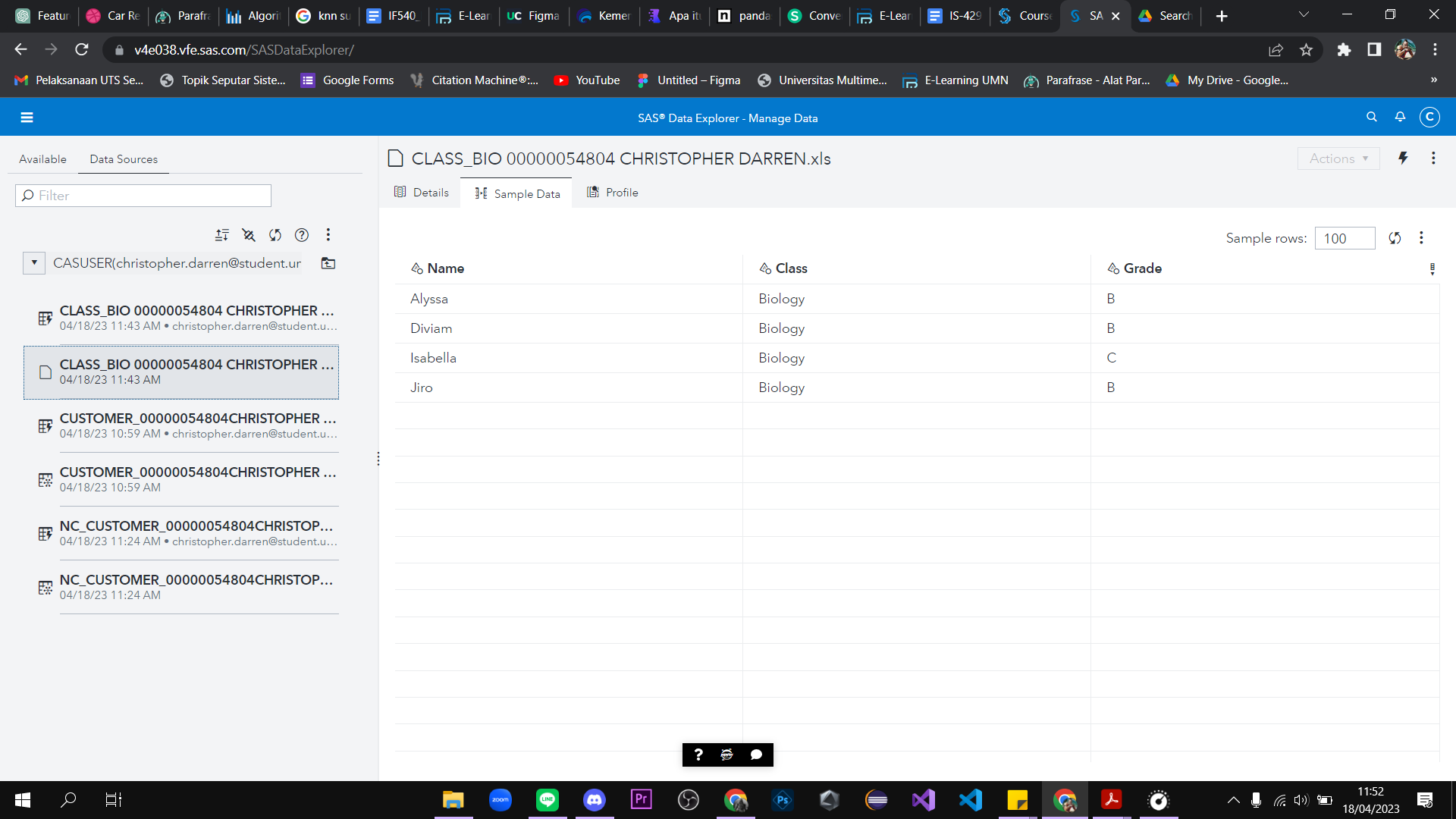
**Figure 1 A. Removing Data Inconsistencies Using Data Quality Transforms: Customer table**

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**Figure B. Combining Data to Create an Analytical Base Table (ABT)**

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**Figure C. Filtering and Transposing Data for Better Insight**