[**According to**](https://www.markovml.com/blog/data-governance-framework)[**IBM**](https://www.ibm.com/topics/data-quality), Data quality measures how well a dataset meets criteria for accuracy, completeness, validity, consistency, uniqueness, timeliness, and fitness for purpose, and it is critical to all data governance initiatives within an organization.

**Data quality measures are a set of processes and procedures implemented to ensure that data used in an organization is accurate, complete, consistent, and timely.**

Data quality: Aims to ensure that data sets meet the specific standards set for accuracy, consistency, and relevance. Data governance: Aims to provide an organizational framework for data management, ensuring alignment with business goals, regulatory compliance, and efficient data usage