



Module 3: Improving Data Quality

Activity 2 – Data quality dimensions definitions

Dimension	Definition
Accuracy	How well does a piece of information reflect reality? Accuracy is the degree to which data correctly reflects the real-world object or an event being described.
Completeness	Does it fulfil your expectations of what's comprehensive? Completeness is defined as expected comprehensiveness. Data can be complete even if optional data is missing. As long as the data meets the expectations, then the data is considered complete.
Consistency	Does information stored in one place match relevant data stored elsewhere? Consistency means data across all systems reflects the same information and are in synch with each other across the enterprise.
Timeliness	Is your information available when you need it? Timeliness references whether information is available when it is expected and needed.
Validity	Is information in a specific format, does it follow business rules, or is it in an unusable format? Validity means the data is following the set of standard data definitions, like data type, size, and format. For example, date of birth of customer is in the format 'mm/dd/yyyy'.
Uniqueness	Is this the only instance in which this information appears in the database? Data shouldn't be recorded more than once.