**Data Quality Form**

**👉 Business Question:  Which conference has had the highest power ranking for the NCAA tournament throughout the last 15 years?**

For each item below, give a score ranging from 1 to 5.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** |
| Poor | Below Average | Average | Good | Excellent |

1. **Relevance**
   * **DESCRIPTION**: How relevant is this data to the business question you are trying to answer? Are all of the fields useful as a part of the analysis?
   * **SCORE**:  5 – The CSV file has the breakdown of each conference in the year the conferences had teams in the tournament.
2. **Timeliness**
   * **DESCRIPTION**: How up to date is the data? Is it recent enough and covering a long enough range of time to be useful?
   * **SCORE**: 5 – It is as much up to date as it can be. The tournament for 2023 has not happened yet, but it’s about to start soon. This will be updated again within the next week.
3. **Historical Usage**
   * **DESCRIPTION**:  Has this data been utilized in other analyses?  If there is not much usage of the data source, is there a reason for this?  Could other users be avoiding this data set for a particular reason?
   * **SCORE**: 3 – The download per view ratio is .13%. Not a lot that can be analyzed yet due to the tournament has not started yet.
4. **Cleanliness**
   * **DESCRIPTION**: How clean is the data set? Are there a large amount of null values, duplicated rows, or inconsistent formatting of the data? Will it take a lot of work to get it in usable form?
   * **SCORE**: 4 – The Column names are a bit confusing. Would like to rename them so I would know what they were. Right now, there are several that are initials.
5. **Credibility**
   * **DESCRIPTION**: What source is this data set coming from?  Is this considered a trustworthy source?  Are there any potential biases that this data source may hold that could skew their presentation of the data?
   * **SCORE**: 5 – The source is coming from Kenpom and Barttorvik. Kenpom is a very reliable source for college basketball.

**TOTAL SCORE:  22/25**