**An End-to-End Solution for Data Enrichment**

* Identifying and removing duplicate records
* Identifying and revising irrelevant, inaccurate, incomplete, missing, spurious, invalid, corrupt or obsolete data
* Identifying key variables in an existing database
* Suggesting new variables to enrich a database
* Data auditing and aggregation
* Database cleaning services
* Address Data Cleansing
* Adding missing details such as first and last names, date of birth, telephone numbers and postal codes
* Suppressing information against industry standard files such as MPS, GAS, TBR, NSF etc.
* Enhancing databases with additional information like product attributes, images and manufacturer specifications
* Tagging similar records after a manual review
* Comparing and removing records that march any third party information – e.g. opt-in and opt-out lists
* Matching and correlating data across a number of fields
* Interlinking and consolidating multiple data sources
* Converting CRM systems from a set of records, tables or databases
* Correcting values against a known set of entities, viz. name, gender, pronunciation, address, contact details and lower/upper case specifications
* Rectifying discrepancies with respect to spellings, abbreviations and type errors

1. Get Rid of Extra Spaces
2. Select and Treat All Blank Cells
3. Convert Numbers Stored as Text into Numbers
4. Remove Duplicates
5. Highlight Errors
6. Change Text to Lower/Upper/Proper Case
7. Spell Check
8. Delete all Formatting