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Data Quality

Data Demystified — Data Quality

Explaining conceptually what it really means, and why it matters



Anthony Figueroa

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This article outlines a mental framework to organize our work around Data Quality. Referencing the well-known DIKW Pyramid, data quality is the enabler that allows us to take raw data and use it to generate information, starting from raw data.

In this piece, we'll go over a few common scenarios, review some theory, and finally outline some advice for anyone facing this increasingly common issue.

Why?

The amount of data being generated every second is almost impossible to comprehend. Current estimates say that 294 billion emails and 65 billion WhatsApp messages are sent every single day.

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