* 1. **Data Quality (DQ) Dimensions**

**Data Quality (DQ) Dimensions** are categories used to assess the quality of data. These dimensions help organizations understand how reliable, usable, and trustworthy their data is for decision-making and operations.

**Common Data Quality Dimensions:**

1. **Accuracy**
   * Data correctly reflects the real-world values it represents.
   * *Example:* A customer’s address matches their actual location.
2. **Completeness**
   * All required data is present.
   * *Example:* A record contains a name, address, and phone number — not missing any field.
3. **Consistency**
   * Data is the same across different systems or datasets.
   * *Example:* A customer's status is “Active” in both the CRM and billing system.
4. **Uniqueness**
   * No duplicates exist where data must be unique.
   * *Example:* Each customer has a unique ID number.
5. **Validity**
   * Data conforms to the required format, type, or set of rules.
   * *Example:* A date of birth field contains only valid dates.
6. **Timeliness**
   * Data is up to date and available when needed.
   * *Example:* Sales data is updated daily for reporting.
7. **Integrity**
   * Data relationships are maintained correctly.
   * *Example:* A foreign key in a database correctly references a primary key in another table.
8. **Conformity** (sometimes listed separately or under Validity)
   * Data values follow a defined standard or format.
   * *Example:* Country codes use "US" instead of "United States" or "U.S.A."