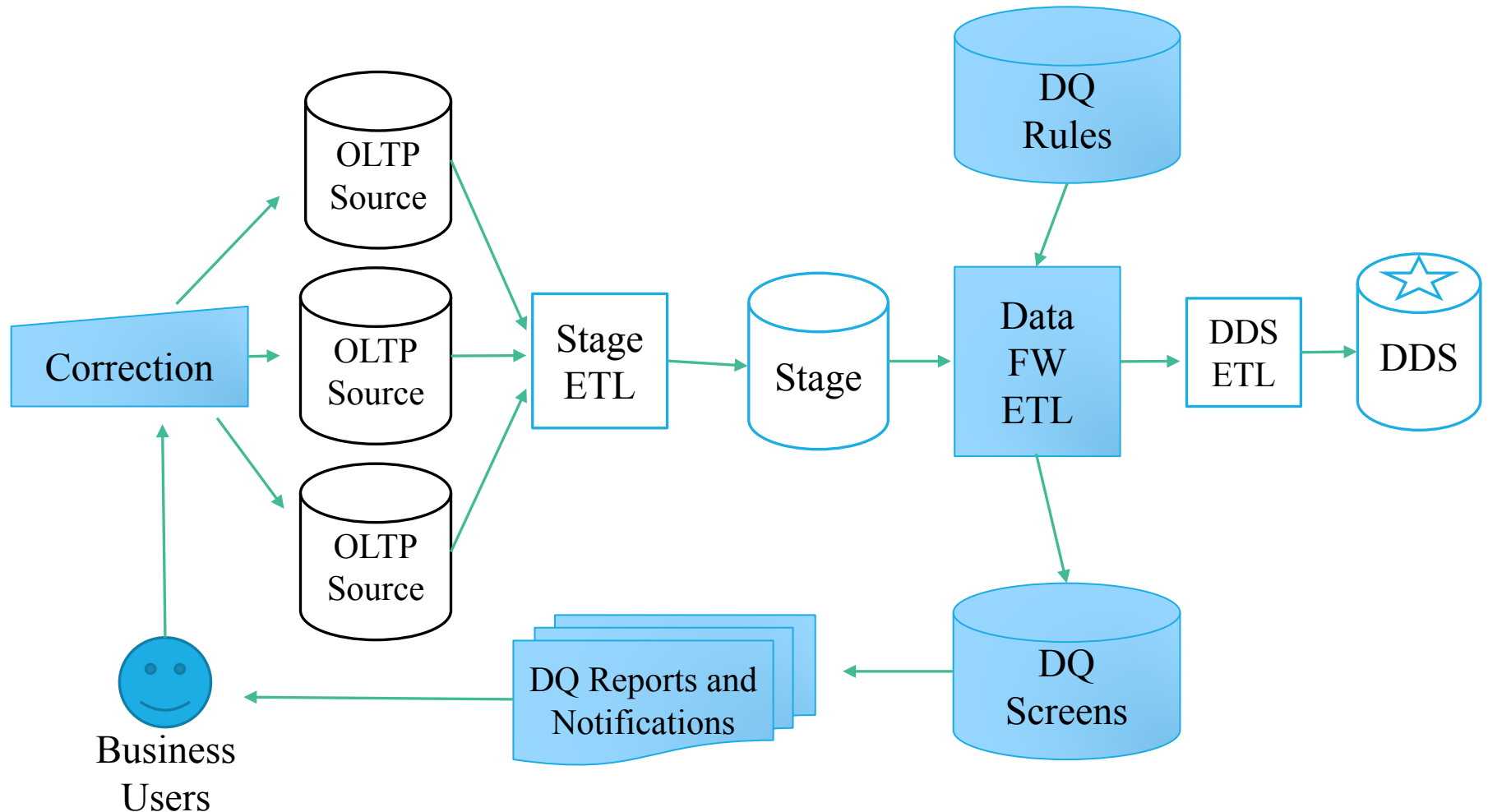# What Is Data Quality?

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What Is Data Quality?

- Activities to ensure the data in the data warehouse are correct and complete.

- There's no point to a data warehouse unless we can trust the data in it!

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The Data Quality Process

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Why Not Automate?

- **Q: Why not fix the data automatically?**

- A: Data governance. It is not your decision to make—it's the data administrator's or DG team. If we auto-correct, we will never understand that it was wrong at the source.

- **Q: Why not notify, then fix automatically?**

- A: Creates an organizational-wide inconsistency because data are never corrected at the source. We know of the inconsistency but never address it.

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