

Missing data that passes for real data, eg 0 or 99	named region non-sequiturs	assumed knowledge	Ambiguous American date formats, eg 03/04/16	Spelling mistakes that reek of hand-typed data
duplicate rows	dates formatted as numbers	mystery column	US zip codes 12345 or 90210	out of date docs
Metric? Imperial? Ask the dust ...	Blank/null values aren't explained	FREE	long fieldnames are long	colour as data
Aggregates and computed totals don't match	1970-01-01 T00:00:00Z or 1969-12-31 T23:59:59Z	non-standard country names	metadata expressed as fieldnames	arcane codes
"Virgin Birth", ie no provenance	merged cells	There's no unique identifier	555-3485 or 867-5309	metadata mixed with data