**PS-20 — Data Quality Score & Auto-Coach**

**Intent**  
Improve input quality; fewer false matches.

**Actors**  
DQ Engine • Intake UI • Bulk Uploader

**Preconditions**

* DQ rules per field; weights per tenant.

**Flow**

1. **Score on Save/Upload:** Completeness + consistency + validity.
2. **Inline Coaching:** Precise hints (“Add ISO country for Site 2”).
3. **Trends:** DQ by partner/segment/time; alerts for drops.
4. **Gate Policy:** Partners below threshold may require REVIEW.

**Edge Cases**

* Tenant-custom rules override defaults.
* Batch imports show row-level DQ with copyable fixes.

**Acceptance**

* Average DQ improves over 4 weeks; correlated drop in false positives.
* Hints appear within 100 ms of field blur.

**Innovation**

* **DQ Radar** widget per partner.