



Data Quality & Testing

Data quality **measures how well a dataset meets criteria for accuracy, completeness, validity, consistency, uniqueness, timeliness, and fitness for purpose**, and it is critical to all data governance initiatives within an organization.

Expectation

DQ Dimensions

Dimension	Description	Example
Completeness	Completeness refers to the extent to which data is fully provided at a specific level, including the expected attributes.	All required Salesforce account attributes are provided.
Validity	Validity is given if data conforms to the syntax (format, type, range) of its definition.	Dynatrace accounts have 18 digits in BAS system.
Uniqueness	Uniqueness refers to the requirement that one value attribute can only be represented once (opposite of redundancy or duplicity).	Dynatrace account IDs are unique in one dataset.
Accuracy	Accuracy (or correctness) is the degree to which data correctly reflects the real value attribute.	The start date of the contract is before the end date of the contract.
Consistency	Consistency is the requirement that data must not be contradictory across systems.	Usage data in LIMA is consistent with usage data in DWH
Integrity	Integrity is the percentage of records in which the foreign key values match known primary key values and meet other referential integrity tests.	Dynatrace accounts linked correctly to the Salesforce accounts
Freshness	Freshness is the degree to which the data in the dataset is available in a timely fashion.	License consumption data is up to date in our DWH and PBI reports

Status

Data Source	DQC Description	Status
Salesforce	Following DQC's are performed on various models in dbt: completeness, uniqueness, validity - dbt generic tests integrity - dbt_utils Configure the objects in order to do detail validation for ex: Freshness , and warn & error - dbt_expectations	In Progress
Salesforce_dps_int		
NetSuite		
Anaplan		
Totango		
Zendesk		
Upload		

Testing

Refactoring

PostgreSQL to Snowflake ETL – Steps to Migrate Data	PostgreSQL to Snowflake ETL – Steps to Migrate Data
How to not lose your mind when auditing data	How to not lose your mind when auditing data - Show and Tell - dbt Community Forum (getdbt.com)