**Strategies to Mitigate Data Quality Issues**

**Handling Missing Values**

**Imputation:** Use statistical methods (mean, median, mode) to fill missing values.

**Data Collection:** Enhance data collection methods to reduce the occurrence of missing values.

**Deletion:** If the percentage of missing values is too high, consider removing those records.

**Ensuring Data Consistency**

**Standardization:** Implement data entry standards and validation rules.

**Data Cleaning:** Use tools like Python (pandas) or R to clean and format data consistently.

**Addressing Duplicates**

**Deduplication:** Use functions to identify and remove duplicate records.

**Data Integration:** Improve data integration processes to avoid duplication.

**Data Validation**

**Automated Scripts:** Create scripts to validate data integrity and accuracy.

**Manual Review:** Conduct periodic manual reviews to catch any data quality issues.