# Assignment 4: Dun & Bradstreet data quality

As an architect, you are tasked with improving the data quality of the business and account data in the ecommerce system. Use Duns & Bradstreet to gather accurate and up-to-date information about businesses and accounts, and implement a process to ensure that the data is regularly updated.

# Solution:

To use Duns & Bradstreet for improving data quality, follow these steps:

Obtain a Duns & Bradstreet account and API key: The first step is to obtain a Duns & Bradstreet account and API key to access their data. This can be done by contacting Duns & Bradstreet directly.

Integrate Duns & Bradstreet data into the ecommerce system: Once you have obtained a Duns & Bradstreet account and API key, integrate their data into the ecommerce system. This can be done by using their API to fetch business and account data, and then storing the data in the ecommerce system's database.

Use Duns & Bradstreet data to validate and enrich business and account data: Once the data is integrated into the ecommerce system, use it to validate and enrich business and account data. For example, when a new account is created, use Duns & Bradstreet data to check if the business information provided is accurate and up-to-date. If not, prompt the user to update the information.

Implement a process to ensure regular updates: To ensure that the data remains accurate and up-to-date, implement a process to regularly update the data. For example, set up a weekly or monthly job to fetch updated data from Duns & Bradstreet and update the ecommerce system's database accordingly.

# Examples:

Here are some specific examples of how Duns & Bradstreet data can be used to improve the data quality of the ecommerce system:

Validating Business Data: When a new business creates an account on our ecommerce platform, we can use D&B data to validate the business information such as company name, address, phone number, and industry classification. This will ensure that the data entered by the user is accurate and up-to-date.

Enriching Account Data: We can use D&B data to enrich the account data of existing businesses on our platform. D&B provides detailed information on companies such as financial data, executive contacts, and industry analysis. By integrating this data into our system, we can provide our users with a more complete and accurate view of their customers.

Updating Account Data: D&B data is constantly updated to reflect changes in business information. We can use this data to update the account information of our users automatically. For example, if a business moves to a new address or changes its phone number, our system can use D&B data to update the account information without requiring the user to manually make changes.

Fraud Detection: D&B data can also be used for fraud detection. By cross-checking the information provided by users with D&B data, we can identify any inconsistencies or discrepancies that may indicate fraudulent activity.