

Data Quality

Business & Management

The dimensions of quality, and the cost of getting them wrong.

Six standard dimensions.

Dimension	Asks
Accuracy	Does it reflect reality?
Completeness	Is anything missing?
Consistency	Do sources agree?
Timeliness	Is it current enough?
Validity	Does it conform to the rules?
Uniqueness	Are there duplicates?

The 1-10-100 rule applies here too: 1 to prevent a bad record, 10 to correct it, 100 to live with the consequences.