# Article information:

What is Data Quality? Definition and FAQs | HEAVY.AI  
<https://www.heavy.ai/technical-glossary/data-quality>

# Article summary:

1. Data quality is the measure of how well suited a data set is to serve its specific purpose, based on characteristics such as accuracy, completeness, consistency, validity, uniqueness, and timeliness.

2. Data quality rules are an integral component of data governance and there are six main dimensions of data quality: accuracy, completeness, consistency, validity, uniqueness, and timeliness.

3. Data quality can be improved with data quality tools such as data profiling, standardization, geocoding, matching/linking and monitoring; however it should be noted that data integrity is more than just data quality.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article provides a comprehensive overview of what constitutes data quality and how it can be improved through various tools. The article also explains the difference between data quality and data integrity in detail. However, the article does not provide any evidence or sources to back up its claims about the effectiveness of these tools or the differences between the two concepts. Additionally, while the article does mention potential risks associated with poor data quality (such as misleading decision making), it does not explore any counterarguments or other possible risks associated with using these tools or implementing effective data governance policies. Furthermore, while the article does provide some useful information about how to improve data quality through various tools and processes, it does not provide any information about potential costs associated with implementing these solutions or any other considerations that organizations should take into account when deciding whether or not to invest in them. Finally, while the article does mention potential benefits associated with improving data quality (such as increased accuracy in analytics), it fails to mention any potential drawbacks that could arise from using these solutions (such as privacy concerns). In conclusion, while this article provides a good overview of what constitutes data quality and how it can be improved through various tools and processes; it lacks evidence for its claims and fails to explore counterarguments or other considerations that organizations should take into account when deciding whether or not to invest in them.

# Topics for further research:

* Data Quality Costs
* Data Quality Risks
* Data Governance Policies
* Data Quality Benefits
* Data Quality Drawbacks
* Data Integrity vs Data Quality

# Report location:

<https://www.fullpicture.app/item/72252c03dcc7f0dadb0561a23adab134>