Data Quality Checklist

Six dimensions for thinking about trust in data.

Completeness

- Are required values present?
- Are important fields missing by source, segment or period?

Validity

- Do values respect expected formats, ranges and business rules?

Consistency

- Does the same concept mean and behave the same way across systems?

Uniqueness

- Are duplicates distorting counts, joins or decisions?

Timeliness

- Is the information current enough for the decision it supports?

Accuracy

- Does the value reflect reality, and can it be checked against a trustworthy source?

Tip: define the rule, owner, threshold, monitoring frequency and action when a check fails.