

JONAVL

JON CLANCY

GARBAGE IN-GARBAGE OUT

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“On two occasions I have been asked,— ‘Pray, Mr. Babbage, if you put into the machine wrong figures, will the right answers come out?’ I am not able rightly to apprehend the kind of confusion of ideas that could provoke such a question.”

-CHARLES BABBAGE

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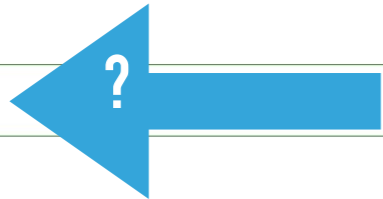
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THESE RESULT WHEN AN INVALID DATA TYPE IS ENTERED INTO A FIELD

PROBLEMS OF TYPE

PROBLEMS OF QUALITY

- ▶ **Inaccurate Customer and Contact Data**
- ▶ **Big data makes it hard to focus**
- ▶ **Duplicate or Obsolete Data**
- ▶ **Compliance issues**
- ▶ **Reconciling data quality issues during a merger**
- ▶ **Inaccurate transaction data**
- ▶ **Operational productivity roadblocks**
- ▶ **Growth and expansion impacts**
- ▶ **Finding a data champion is tough when everyone is busy**



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