JONAVL

JON CLANCY

GARBAGE IN–GARBAGE OUT

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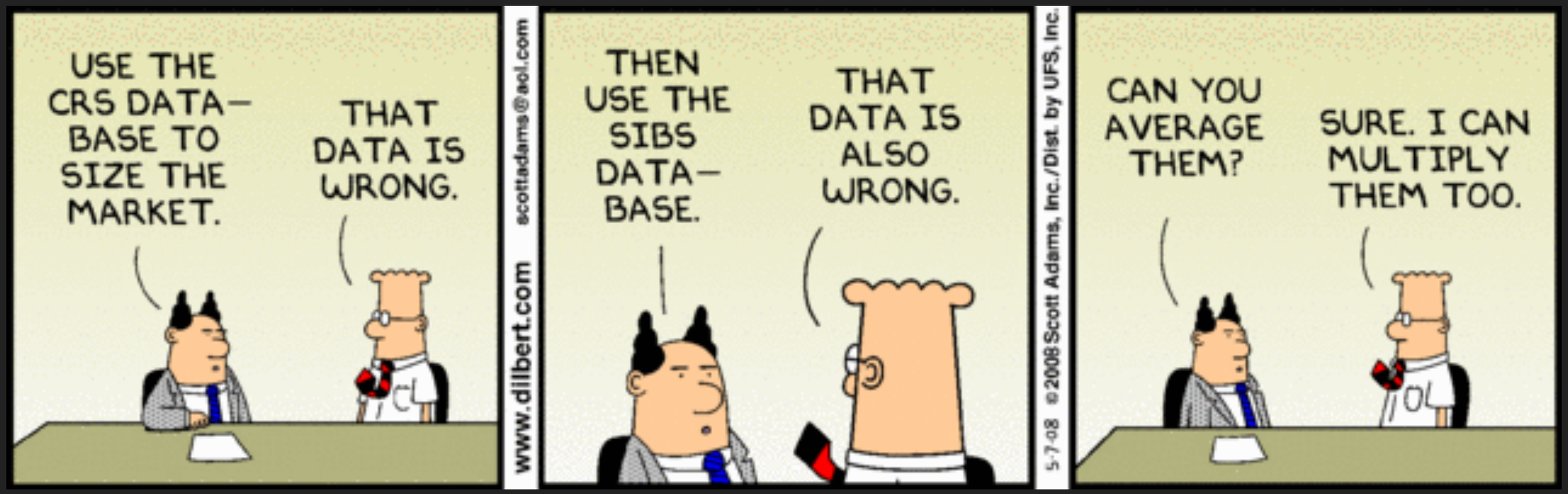
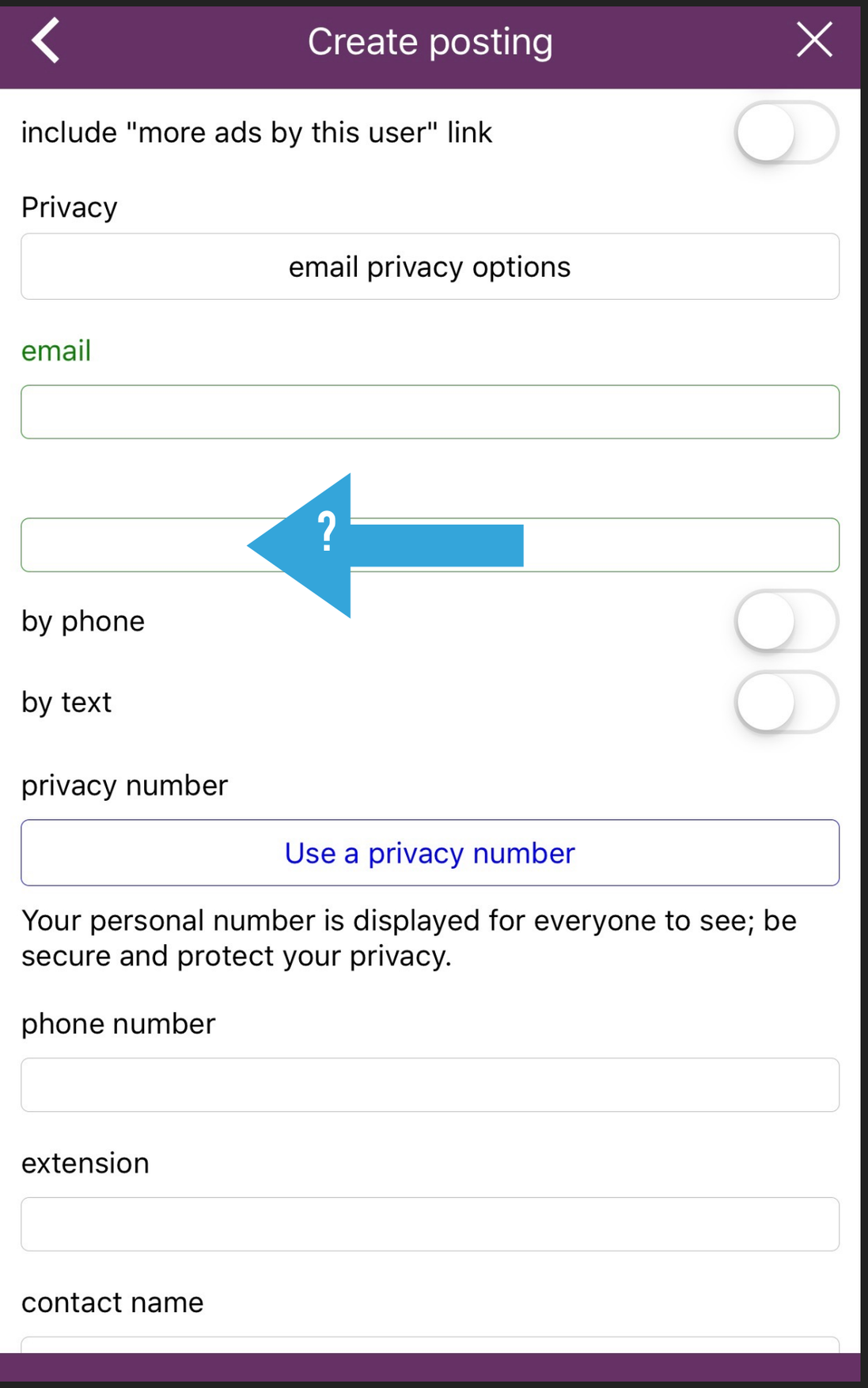


“On two occasions I have been asked,— ‘Pray, Mr. Babbage, if you put into the machine wrong figures, will the right answers come out?’ I am not able rightly to apprehend the kind of confusion of ideas that could provoke such a question.”

–CHARLES BABBAGE



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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