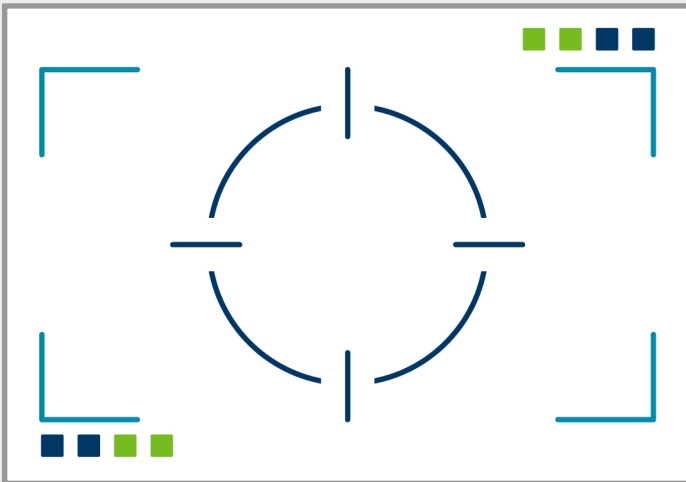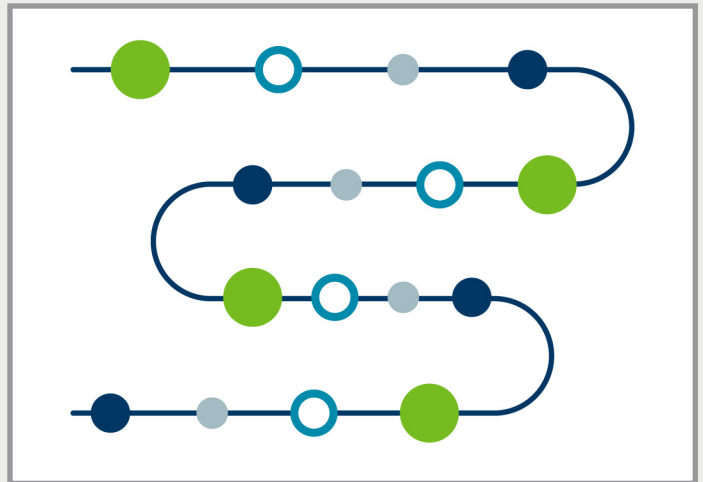# QUALITY DATA MATTERS!

Components of good quality data:

Accuracy: is it correct?

Consistency: is it measured the same way?

Completeness: is anything missing?

Relevance: does it fit our needs?