

# Experian's paving the way for AI-powered data quality



A leader in technology, Experian's Aperture Data Studio automates and operationalizes data quality using artificial intelligence so that businesses can self-service validation and enrichment for a trusted and holistic view of their data.

The analyst community has indicated that Experian has some of the **most advanced uses of automation on the market**, following a great deal of investment into the data quality platform.

Also known as Data Studio, this solution leverages artificial intelligence (AI) and machine learning (ML) to build automated functionality into nearly every area of the platform: **data onboarding, data discovery, issue discovery and resolution, rule creation, data matching, and data observability.**

This automation makes Data Studio far easier to use and helps our clients reach value faster with fewer resources. In fact, a Data Studio customer, CI Geoff Halpin of West Yorkshire Police Department, says,

“

Aperture Data Studio has allowed our team to focus on tricky cases instead of smaller and easier ones. We're now able to have a proactive approach to data quality...

Data Studio has provided a very comprehensive way of having a tailored data quality solution for nominal data quality and is a very flexible product.”

Halpin continues to share that the **impact of Data Studio has been immediate**. From 4-5 records per hours, the data quality team has managed to save time and **increase productivity by 600%**.

In short, **AI and ML enable automation as a key feature within Data Studio. That data automation has outstanding and lasting impact for our customers.**



## A look inside Experian's Aperture Data Studio

Key areas where machine learning is used within Data Studio include:

- Powerful outlier analysis to proactively detect and inform users of unknown and known anomalies within the data.
- Observability features provide automatic data monitoring to detect interesting or unexpected changes to the data.
- Tuned matching rules for optimized accuracy when comparing records from different sources.
- Intelligent merge suggestions when configuring how best to deduplicate records with duplicated data.
- Auto-tagging and smart profiling analyzes values in the data and recommends functions to improve data consistency.



Artificial intelligence is transforming our future. **Let's work together to prepare your business with the right AI-powered technology.**

[Learn more about Aperture Data Studio](#)