

# A guide to data quality for artificial intelligence



Artificial intelligence (AI) has hit the mainstream media as tools like Chat GPT and Google's Gemini have been released to the public. Businesses are quickly evaluating how they can adopt AI, generative AI (gen-AI), and machine learning (ML) technology to help automate and streamline systems, and as fast as they are implementing new technology, they are realizing the importance of data quality and governance.

## Data quality control completes and corrects information for AI

Data quality ensures that the data is accurate, complete, and comprehensive. It is crucial that organizations create a foundation of quality data to inform, train, and feed the wide range of AI tools to ensure accurate and actionable outputs. In fact, most early adopters of artificial intelligence were organizations with strong data and analytics strategies.



56% of companies say "inaccuracy" is the biggest risk posed by adopting generative AI. **Yet only 32% of companies have systems in place for mitigating such inaccuracies.**  
(McKinsey, 2023)

## Data governance operationalizes information for AI

Data governance manages the quality and accessibility of information, defines ownership, and defines the data for better cataloging and ultimately improved decision-making. This equips businesses with functioning people, processes, and tools so that organizations can continue to mature and grow their usage of data management and AI.



35% of business leaders are **implementing a data governance program** to improve data quality  
(Experian's data quality research)

## Information security protects data while increasing use of AI

Information security is necessary to protecting the data from being shared inappropriately or being purposely corrupted to impact competitiveness or reputation. While digital acceleration has transformed how we communicate and operate, risks like cyber attacks and hacking are also increasing and are top-of-mind for AI adopters.



Over one-third of organizations already use security tools to mitigate the risks of generative AI  
(Gartner, 2023)

To invest in the technology-forward future with artificial intelligence, start with data quality and governance. Establishing a data-driven foundation will ease the adoption for your business users as they look to AI to compliment their roles, resulting in quicker time to value and higher return on investment.

Tools like data validation and data quality platforms can be pivotal to preparing, accessing, and qualifying information to feed artificial intelligence solutions. Setting a high-quality foundation will allow leaders to get the most out of their AI investment.

**Let's work together on your AI strategy. Contact us today.**