

# A cheat sheet for achieving A+ data quality

How a data quality report card can identify your challenges and uncover your solutions

Experian's Data Quality Report Card is an analysis of your data set that discovers validity, irregularities, inconsistencies, and incorrectness across your data set that could be impacting overall business and product performance. This is extremely powerful, as 91% of business leaders reported that investing in data quality has positively impacted business growth and 87% say that almost every employee should be using data insights to improve performance

Below, you will find exactly what information our data quality report card provides when assessing your data. We encourage you to take these results and explore the relevant Experian solutions that can help you improve your data quality and outcomes for your business.

## What you'll discover

### Email data analysis

We check your email list for typos, errors, and spam traps. Then, we verify that domains can accept mail, and test each email address with an undetectable message to check if the email works.

### Phone data analysis

We can search data from nearly 1,500 telecommunications providers in over 240 countries worldwide to check if a number is active. We also collect information on the number—such as phone type, network status, and origin country.

### Address data analysis

Address information in the data set were checked against source of truth data sets, like the USPS, to determine if the formats are valid and if the addresses are deliverable.

### Duplicate analysis

Utilizing a series of matching rules and fuzzy match logic, we can identify exact and partial matches across data sets. The duplicate analysis identifies exact matches, close, probable, possible, and unique relationships.

### Data profiling summary

Data profiling provides insights into the completeness, uniqueness, and formatting of data fields, while not attesting to the accuracy of data. This helps you identify areas to improve data and determine next steps.

## How Experian tools can help

### Email validation

Ensure that the email addresses in your database are accurate so that your emails reach the right audience and segmentation becomes more effective as your sender reputation improves. You can also identify business versus personal emails to remain compliant in your communications and avoid costly fines.

### Phone validation

Quickly verify whether a phone number is accurate. Find out if the phone number you have for a business contact or customer is active and able to receive calls. This will enable you to grow your loyalty program, modernize your marketing strategy, and remain top of mind with customers.

### Address validation

Check mailing addresses against an authoritative database to determine their validity, and maximize the correct addresses in your CRM. With this capability, you can optimize delivery and consequently reduce the costs of inefficient or incorrect delivery, and improve the customer experience.

### Data cleansing

Our data cleansing service will remove incorrect, incomplete, duplicate and improperly formatted data. This in turn saves you money, increases your organization's efficiency, and improves your customers' experience.

### Data profiling

Our proactive data profiling and data discovery capabilities help you understand what problems exist within your data and identify what actions need to be taken to remedy the data issues. Take the guesswork out of this process so you can be more proactive and efficient in resolving data management pitfalls.

Contact our data quality experts today

