



4 Key Characteristics of Data



QUICK

READS

One: **Relevance**
Is this data
applicable for a
given situation?



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Two: **Completeness**

Do we have right
amount of data for
decision making?



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READS

Three: **Quality**
To what degree the
data represent the
true situation?



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READS



Four: *Timely*
**Is the data too
old for the
problem?**



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READS