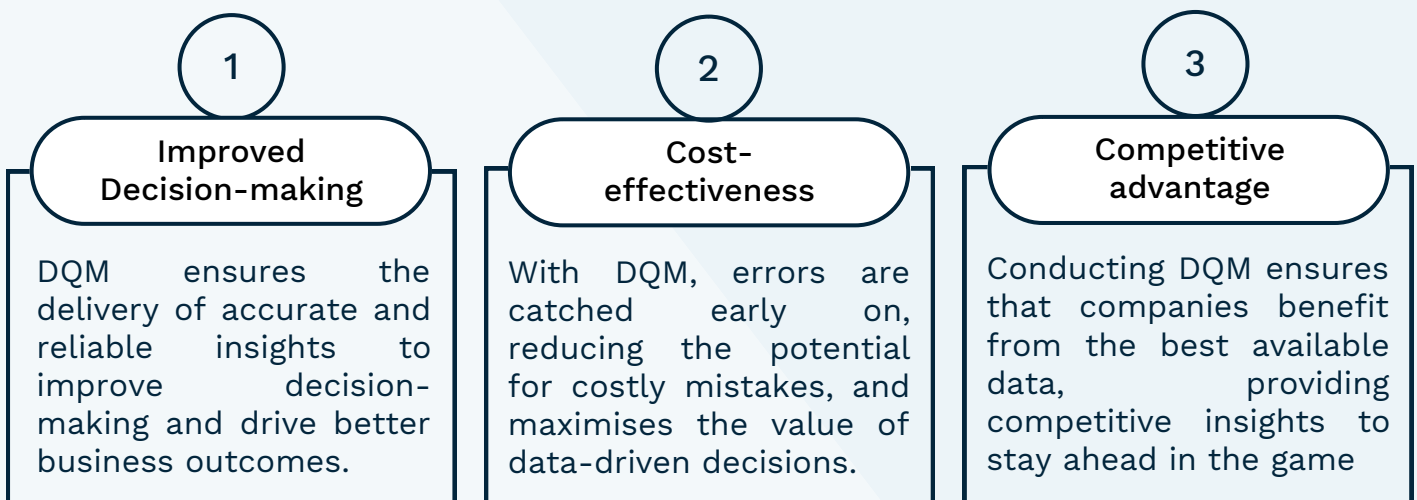


ENSURING QUALITY DECISIONS: THE POWER OF PROPER DATA MANAGEMENT

Data Quality Management (DQM) is the process of ensuring that data is accurate, complete, and consistent so that it meets the business needs of our clients. It is an important aspect of data management as it guarantees that the insights provided are fit for their intended purpose, and endorses informed decisions.

3 MAIN BENEFITS OF DATA QUALITY MANAGEMENT



ECHO ANALYTICS' DATA QUALITY MANAGEMENT MODEL

❑ QUALITY-ASSURANCE TEAM

A dedicated team that is responsible for ensuring the quality of our datasets.

❑ DATA PROFILING

This process involves identifying and assessing data inconsistencies and errors, and provides recommendations for improvements.

❑ DATA MONITORING

At this stage, the data is constantly evaluated. The team performs ongoing assessment of the information to identify areas for improvement.

❑ CONTINUOUS IMPROVEMENT

A commitment to continuous improvement and a focus on delivering high-quality data that our clients can rely on.