

Instant Insights: The Trust Insights 6C Data Quality Framework

High-quality data is the foundation of all digital business. From service to sales to analytics, in industries from healthcare to consumer goods, data is the bedrock on which business is built. What is high-quality data? Data that conforms to this framework:

The 6C Data Quality Framework



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Watch this YouTube video for a walkthrough of this framework and how to discuss it with your colleagues and stakeholders.

<https://www.youtube.com/watch?v=6lw1lnHfvHQ>