

Instant Insights: The Trust Insights 6C Data Quality Framework

What is Data Quality? Data that is Clean, Complete, Comprehensive, Chosen, Credible, and Calculable.

High-quality data is the foundation of all digital business. With Generative AI being heavily integrated into many businesses and teams, Data Quality is even more essential than before. 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:

