

THE 6C DATA QUALITY FRAMEWORK BY TRUST INSIGHTS

TRUST INSIGHTS

CLEAN · COMPLETE · COMPREHENSIVE · CALCULABLE · CHOSEN · CREDIBLE

What is data quality? Data that is Clean, Complete, Comprehensive, Calculable, Chosen, and Credible. If you don't trust your data, you probably don't have strong data quality. If you want to introduce AI into your company, you have to start with strong data quality.

CRITERION	DATA QUALITY GUIDANCE
1	CLEAN Prepared well, free of errors. No duplicates, no typos, no formatting inconsistencies. Data is properly structured and error-free. If your spreadsheet has "N/A" mixed with blank cells mixed with zeros, your data isn't clean.
2	COMPLETE No missing information. All required fields are populated. No gaps in time series. No blank records where values should exist. Missing data leads to missing insights — and bad decisions.
3	COMPREHENSIVE Must cover the questions being asked. The data actually answers the business question you're trying to answer. It has enough scope and depth to be useful. If you're trying to understand customer behavior but only have website traffic data, your data isn't comprehensive enough.
4	CALCULABLE Must be workable and usable by business users. Data is in formats that can be computed, analyzed, and visualized. Numbers are numbers, dates are dates. If your revenue column has dollar signs, commas, and text mixed in, it's not calculable.
5	CHOSEN No irrelevant or confusing data. Curated deliberately. Only data that serves the analysis is included. Noise has been removed. More data isn't always better — the right data is better. Irrelevant columns and records create confusion and slow down analysis.
6	CREDIBLE Must be collected in a valid way. Sources are trustworthy. Collection methods are sound. The data can withstand scrutiny and challenge. If someone asks "where did this data come from?" you should have a clear, defensible answer.

ASK YOURSELF

- Clean: If you handed this dataset to a stranger, would they find errors in the first five minutes?
- Complete: Are there gaps in your data that could change your conclusions if they were filled in?
- Comprehensive: Does your data actually answer the question you're asking, or are you making do with what's available?
- Calculable: Can a business user open this data and start working with it immediately, or does it need cleaning first?
- Chosen: Is every field and record in your dataset there for a reason, or is there noise that could confuse the analysis?
- Credible: Could you defend your data sources and collection methods to a skeptical executive?

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