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Data Quality Dimensions, Metrics, and Improvement Techniques

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DATA QUALITY DIMENSIONS, METRICS, AND IMPROVEMENT TECHNIQUES

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ABSTRACT

Achieving high level of data quality is considered one of the most important assets for any small, medium and large size organizations. Data quality is the main hype for both practitioners and researchers who deal with traditional or big data. The level of data quality is measured through several quality dimensions. High percentage of the current studies focus on assessing and applying data quality on traditional data. As we are in the era of big data, the attention should be paid to the tremendous volume of generated and processed data in which 80% of all the generated data is unstructured. However, the initiatives for creating big data quality evaluation models are still under development. This paper investigates the data quality dimensions that are mostly used in both traditional and big data to figure out the metrics and techniques that are used to measure and handle each dimension. A complete definition for each traditional and big data quality dimension, metrics and handling techniques are presented in this paper. Many data quality dimensions can be applied to both traditional and big data, while few number of quality dimensions are either applied to traditional data or big data. Few number of data quality metrics and barely handling techniques are presented in the current works.

KEYWORD: Data Quality, Data Quality Dimensions, Big Data, Traditional Data.

1. INTRODUCTION

Data are explosively increasing, they become more complicated and diversified. These data come from various sources like sensors, meters, GPSs, and at least 80 percent of new data are unstructured, such as Web contents, Web logs, email, image, videos etc. Traditionally, it has been well known that problems related to data quality, such as, incomplete, redundant, inconsistent...etc. pose a major challenge making the whole process of using and processing this data useless.

Data Quality (DQ) refers to how relevant, precise, useful, in context, understandable and timely data is. Data is of high quality if it satisfies the requirements stated in a particular specification that reflects the implied needs of the user. In other words, data quality is often defined as 'fitness for use', i.e. an evaluation of to which extent data serve the purposes of the user[1].

Data Quality Dimensions (DQDs) have a great role in data quality assessment. Data can be clearly described and measured through its dimensions. There are numbers of data quality dimensions in the literature,

however, they are broadly classified into four groups: Intrinsic, Contextual, Representational and Accessibility According to Wang & Strong [2], the Intrinsic DQD denotes that data have quality in their own right, this means that the data itself should have a high level of believability, Objectivity and reputation. The user should trust the data before working on it. Contextual DQD highlights that data quality must be considered within the context of the task at hand; that is, data must be relevant, timely, complete, and appropriate in terms of the add value. Representational DQD is related to the presentation of data in terms of its format that communicates its meaning. Where Accessibility DQD is more related to accessing and protecting data[2]. These dimensions are assessed to evaluate by how much the data is qualified for a specific use. Dimensions are measured either objectively or subjectively. Subjective measurements are based on measuring how far the data is fit for use by the consumers. In most cases, measures are based on scaledresponse questionnaires that weight the value of each dimension from four different views: definition, synonym, direct, and reverse. Whereas Objective measurements are used to evaluate to which extent data conforms to specifications. A simple ratio between the undesirable outcomes and the total outcomes is usually used as an objective measure [3]. To objectively assess different dimensions' percentage in datasets, a simple ratio metric is used. For example, to know the percentage of missing data in your dataset we can use (number of missing values/Total number of records).

Nowadays, **Big Data** considered to be one of the dominant research areas. Generally speaking, Big Data is huge volumes of data generated with high speed, and has varying degree of complexity and ambiguity. Big data cannot be processed, stored, and

managed with traditional methods and algorithms. It needs new platforms and architectures that enable high-velocity capture, discovery, and analysis to extract values. Big data can be also defined through its 3Vs, volume, variety, and velocity at which the data is generated, collected, and processed. More Vs are added by time like value, veracity, complexity, and others[4].

To develop insights from the Big Data, a variety of methods from statistics, machine learning, data mining, visualization, and databases are used. However, ensuring the quality of data is a necessity for getting more beneficial insights from big data. That is why, checking Data Quality is consider an important integral part of any process in both Traditional and Big Data.

The rest of this paper is organized in the following sections: Sections 2 and 3 discuss different data quality dimensions along with their assessment metrics and quality improvement techniques in traditional data and big data respectively. Section 4 summarizes the literature and Section 5 concludes the paper.

2. DATA QUALITY DIMENSIONS ON TRADITIONAL DATA

This section discusses the traditional data quality from three aspects: Data quality dimensions, the metrics and improvement techniques for each dimension. We present different studies from the literature that deals with data quality dimensions in traditional data in the first subsection, where the metrics used to measure the ratio of each dimension are presented in section 2.2. The techniques that are used to handle the data quality of each dimension are presented in section 2.3.

2.1 Traditional Data Quality Dimensions

For traditional data, there are around 28 data quality dimensions that have been studied in different researches. These dimensions have been applied either combined or individually on traditional data. Among these dimensions are believability, accuracy, objectivity, reputation, value-added, relevancy, timeliness, completeness, Interpretability, ease of understanding and representational. A brief definition for each dimension is presented in Table 1. DQ dimensions can be ranked according to their significance based on how extensively they have been studied and presented in the literature. The two data quality dimensions that come in the first rank are Completeness [5]–[11] and Relevance [5], [10]–[15]. In [6], the Completeness dimension is divided into completeness of case ascertainment and completeness of the items. Accessibility comes in the second rank as it has been also considered in different studies [5]–[7], [10], [12], but less extensively than Completeness and Relevancy. Other dimensions like Timeliness[5], [6], [9], [10], Accuracy [3], [5], [7], [10], Consistency [5], [8]-[10], Reputation [5], [8], [10], [12] and Objectivity [5], [7], [10], [12] come in the third rank. In [8], the Consistency Dimension is divided into two other dimensions: Semantic Consistency and Structural Consistency.

Following the same ranking, Understandability $[5]$, $[10]$, $[12]$, Representational Format [5], [7], [10]and Interpretability [7], [10], [12] came in the fourth class. While Duplication [6], [11], Believability and Value-Added [10], [12] have less presence in the literature. The least or barely mentioned data quality dimensions are Usefulness, Validity, Comparability [6], Coherence, Actuality, Statistical Disclosure Control, Optimal use of Resources, Utility, Informative [7], Correctness [9], Appropriate Amount of Information and Security [10].

2.2 Traditional Data Quality Metrics

Among the 28 data quality dimensions mentioned above, only 16 of them have assessment metrics.

It has been notices that most of these metrics are more related to the dome of the data itself. For instance, the metrics that are proposed for the health data differ from those used in social media data. Moreover, the same dimension may be divided into two or three different sub-dimensions, each is measured differently. However, there are more generic metrics that can be used regardless of the domain as shown in Table 1. Different metrics may be used for the same data quality dimension. In this section, these metrics are presented.

In [5], seven different metrics have been used to measure different data quality dimensions. **Respondent Opinion** is used to measure Completeness, Timeliness, Accuracy, Relevancy, Consistency, Understandability, Representational Format, Security, Accessibility, Reputation and Objectivity. **Element Presence** is used to measure Completeness and Accessibility. **Gold Standard** is used to measure Completeness, Accuracy and Consistency. Furthermore, **Data Source Agreement** measure both the Completeness dimension and Accuracy dimension. **Log Review** is used to measures the Timeliness dimension. **Data Element Agreement** is used as a metrics for Accuracy, Consistency, Relevancy and Understandability. Finally, **Validity Check** is used to check the Accuracy dimension and Representational Format dimension.

Deterministic and Probabilistic Matches are used to find the Duplicate Records, Deterministic matching is used to determine a match or an exact comparison between fields, while in probabilistic or fuzzy, several field values are compared between two records and each field is assigned a weight that indicates how closely the two field

values match. While Kappa Coefficient checks the Validity and reliability of diagnostic tests as they work on health domain [16][17]. For certain purpose, the Completeness dimension is divided into Completeness of case ascertainment which is measured by pooling method [18], which combine data of interest from two or more sources, and screening method [18] which isolates and identifies a group of components in a sample with the minimum number of steps and the least manipulation. More basically, a screening method is a simple measurement providing a "yes/no" response. And Completeness of the items which is measured by missing values. Standardization of definitions, use of standard clinical vocabularies, terminologies, classifications and ontology are used to check Comparability [19]. Furthermore Accessibility can be measured by the availability of data [20]. While adaptability or the capacity to include new data items is used to figure out the Usefulness of the data. In this case, Timeliness refers to the rapidity at which a registry can collect, process and report sufficiently reliable and complete data to take actions, so Timeliness dimension is measured by four criteria through the following steps [21], Step (1) Time until receipt: time from the clinical event to the record in the registry. Step (2) Processing: the time from the presence of the record to its availability for research. Step (3) Availability. Step (4) Reporting: Number of patients or data recorded in the registry after the database was 'frozen' to produce an annual report [6].

2.3 Traditional Data Quality Improvement Techniques

Throughout this section the techniques used to improve traditional data quality problems are presented. Out of the 28 dimensions mentioned before, only 3 of them are on the focus of researchers with consideration to

propose improvement techniques, as shown in Table 1.

The Completeness improvement techniques are KNN imputation, mean / median/mode imputation, lit wise deletion[22][23]. While Duplication handling techniques are standard duplicate elimination algorithm, Duplicate Count Strategy (DCS), Duplicate Count Strategy (DCS++) [24], sorted neighborhood algorithm [25] and sorted blocks [11].

Many improvement techniques for Relevancy (Feature Selection) dimension are proposed in the literature [11], [13]–[15]. Among these techniques are Filter Approach [15], Wrapper Approach, Embedded Approach [26] and Hybrid Feature Selection Approach [27][28]. In filter approach the attribute selection method is independent of the machine learning (ML) algorithm used and it assess the relevance of features by looking only at the intrinsic properties of the data. Where in Wrapper approach, the attribute selection method uses the result of the ML algorithm to determine how good a given attribute subset is. Moreover, the hybrid approach combines both wrapper and filter technique to gain the advantages of both methods. In addition to the previously mention techniques, Fast Correlation-Based Filter (FCBF) [29], Best First Search Algorithm (BFS) [30], CfsSubset Evaluator (CSER), Chi-Squared Attribute Evaluator (CSAER) [31], Information Gain Attribute Evaluator (IGAER) and Relief Attribute Evaluator (RAER) [31] are all used techniques to handle relevance dimensions. The BFS searches the attribute subsets space via a method of Greedy Hill Climbing improved with a backtracking aptitude. Where CSER evaluates the worth of a subset of attributes by considering the individual predictive ability of each feature along with the degree of redundancy between them. On the other side CSAER evaluates an attribute

by computing the value of the chi-squared statistic with respect to the class. The IGAER evaluates an attribute by measuring the information gain with respect to the class Info Gain. Finally, RAER evaluates the worth of an attribute by repeatedly sampling an instance and considering the value of the given attribute for the nearest instance of the same and different class. In [15] they confess that Filter methods are the best choice for the high dimensional data. Also ranking-based methods are the best choice for selecting the relevant features.

We can point out from these studies that a wide range of data quality dimensions have been introduced and can be applied on traditional data. A few number of the studies present how to measure the dimensions they introduced, the objective measurements (ratio %) are their main choice. Furthermore, few papers mentioned how to handle and improve the quality dimensions. Papers are either presenting the measurements or the improvement techniques for most common data quality dimensions.

3. **DATA QUALITY ON BIG DATA**

Section 3.1covers different works that apply data quality dimensions on big data, there is a little difference in big data quality dimensions compared to traditional data quality dimensions. The big data quality metrics are presented in section 3.2, and in section 3.3 the techniques that are used to overcome data quality problems in big data are depicted. All mentioned big data quality dimensions, metrics and techniques are presented in Table 1.

3.1 Big Data Quality Dimensions

On the track of traditional data quality dimensions, the researchers in big data area follow the same traditional quality dimensions. Such as, Accuracy, Consistency,

and Completeness [32]–[38]. In addition to the aforementioned data quality dimensions, in [36] they mentioned the Precision, Distinctness, Timeliness and Volume as big data related dimensions. In [37], the Availability has been added, in addition to the aforementioned data quality dimensions.

In [33], they handle the previous dimensions through a discovery model for the Big Data Quality Rules (DQRs). The DQRs consist of: (a) Big Data sampling and profiling, (b) Big data quality mapping and evaluation, (c) Big data quality rules discovery (e) DQR validation and (f) DQR optimization. Generally speaking, they measure the level of data quality (in ratio e.g. 50%), then compare it with the quality requirements (e.g. 90%). After this a rule (e.g. Technique) is generated to improve the level of data quality. After applying the rule, the level of data quality is measured again to validate the rule, if it satisfies the requirements, then the rule will be optimized.

The authors of [39] introduced a new concept for big data quality dimensions by presenting Data quality-in-Use model. Based on the interpretation provided by ISO/IEC 25010 the Quality-in-Use: is the sort of quality perceived by the final user, or the extent of fulfillment of the goals set for data. The main Data Quality concern when assessing the level of Quality-in-Use in Big Data projects is the Adequacy. So they identify three critical Data Quality characteristics: Contextual Adequacy, Temporal Adequacy and Operational Adequacy. Each one of these categories contains a number of dimensions that is somehow related to the big data 3Vs (Volume, Velocity and Variety).

Contextual Adequacy refers to the capability of different datasets to be used, for analysis within the same domain, independently of any format, any size or velocity of the flow. It contains (Relevancy, Completeness,

Uniqueness, Semantically Interoperable, Semantically Accurate, Credibility, Confidentiality and Compliance). Temporal Adequacy refers to the fact that data is within an appropriate time slot for the analysis. It focuses on the temporal aspects of the data itself. Temporal adequacy includes (Time-Concurrent, Currentness, Timely Updated, Frequency and Time-Consistent). While Operational Adequacy refers to the extent to which data can be processed in the intended analysis by an adequate set of technologies without leaving any piece of data outside the analysis. It contains (Accessibility, Compliance, Confidentiality, Efficiency, Precision, Traceability, Availability, Portability and Recoverability) [39].

The main quality dimensions that are used in most of the Big Data quality measurement are categorized based on four perspectives [40]. (a) Data perspective, which are similar to the traditional data quality dimensions mentioned in section 2.1, Plus some other new dimensions such as Currency, Cohesion, Usability, Privacy, Accountability, Complexity, Minimality, Compactness, Conciseness and Scalability. (b) Management perspective that includes: Organization management, big data management, Data quality assurance, Integrity constraints, Data edits, Business rules and Reputation. (c) Processing and Service perspective that has Data collection issues, Data conversion issues, Data service scalability issues and Data transform issues). Finally, (d) The User perspective that covers Data Visualization, Trust, Pertinence, Readability, Comprehensibility, Clarity, Simplicity, Relevance, Completeness, Accessibility, Availability, Technologically Available, Believability and Reliability.

Data quality dimensions in [41] are quite the same as quality dimensions mentioned in this section. Availability, usability, reliability,

relevance, and presentation are the big data quality dimensions used to assess the level of data quality. Differently, each dimension has sub elements and each element has an indicator to correctly assess the level of quality. The elements of Availability are (accessibility, authorization, and timeliness). While Usability has (data definition/documentation, Credibility, and metadata). Reliability consists of (accuracy, consistency, completeness, integrity, and auditability). Relevance is measured by Fitness of data. Furthermore, Presentation quality has (readability and structure).

Readability and Trust are big data quality dimensions which are used besides the traditional data quality dimensions (Accuracy, Completeness, Accessibility and Consistency) to examine the relationship between data quality and big data [42].

Noise, Heterogeneity, Commercial Sensitivity, provenance (trust), Incompleteness, Inconsistency, Redundancy, Amount of data, Timeliness, and Accessibility [43], are used to figure out the level of quality in 13 datasets that have been extensively used in the research.

After investigating the current studies we can point that Precision, Availability, Semantically Interoperable, Semantically Accurate, Credibility, Confidentiality, Compliance, Time-Concurrent, Currentness, Timely Updated, Frequency, Time-Consistent, Efficiency, Traceability, Portability, Recoverability, Cohesion, Usability, Privacy, Accountability, Complexity, Minimality, Compactness, Conciseness, Scalability, Readability, Pertinence, Comprehensibility, Clarity, Simplicity, Technologically Available, Believability, Reliability, Auditability, Noise, Heterogeneity, and Commercial Sensitivity are considered as big data related quality dimensions.

3.2 Big Data Quality Metrics

Many of big data studies use the same traditional metrics for measuring the level of data quality which is $(1 - (Nic/Tn))$, where Nic represent the number of incorrect values and Tn represent the total number of records) [32]–[34]. However few papers figured out that these used formulas are more related to traditional data, but they didn't mention any big data related metrics [35]. In Table 1, big data quality metrics are presented.

Differently from the traditional used metrics, ISO/IEC 25024 was used as a metric for the data quality dimensions [39]. ISO/IEC 25024 contains number of concepts and relationships between these concepts to measure data quality dimensions. Like quality measure, quality measure elements, property, etc.

In [36], they used traditional metrics to measure Accuracy, Completeness, and Consistency. However, different metrics are used such as; **Distinctness** to measures the percentage of unique values in a dataset, **Precision** is used to measure the degree to which the values of an attribute are close to each other. In particular, precision is derived by considering the mean, and the standard deviation of all the values of the considered attribute. The **Timeliness** is evaluated by the timestamp that is related to the last update (currency) and the average validity of the data (volatility) [44]. The **Volume** is the used to measure the percentage of values contained in the analyzed Data Object. C4.5 algorithm in [40] is used to measure **Noise** by classifying if data is noisy or not. While **Commercial Sensitivity** is measured by searching data item anonymization or transformation. Commercial sensitivity information could also be indicated as part of the metadata. **Heterogeneity** was difficult to determine, so they derive this information from publications that had used these datasets previously.

3.3 Big Data Quality Improvement Techniques

Unlike traditional data quality handling techniques, few studies [32]–[34], in the area of big data quality, are presented to improve data quality. Among these, the techniques that are using the traditional data techniques such as handling data completeness problem by discarding the missing values, filling the missing values with the mean value, normal value, filled with zeros, or combination of them. While clearing the inconsistency of decimal to integer by rounding the value to the nearest integer is considered as a solving technique to handle data Consistency issues. However, up to our knowledge, there are no specific techniques for handling big data quality issues. The available handling techniques are presented in Table 1.

4. SUMMARIZATION

To summarize the above sections, we can point out that most of big data studies are using the traditional data quality dimensions in the big data cases. Furthermore, they are using the same metrics to measure each dimension and the same techniques to handle data quality problems. Many of these studies present different data quality dimensions that are more related to big data. However, few number of big data related metrics and barely big data solving techniques are presented. While other study admitted that data quality dimensions are case specific, based on the big data situation, the data quality dimensions should be carefully selected. In this section a summary of 63 data quality dimensions, their metrics and handling techniques that are used for both big data and traditional data are presented in Table 1.

Table 1. Data Quality Dimensions on Big Data and Traditional Data

Note: The right mark means that the dimension can be applied and mentioned in the current studies, the wrong mark means that the dimension can be applied, however no one mentions it. While NA means that the dimension is not applicable. We refer to Traditional Data as (TD) and Big Data as (BD)

Many data quality dimensions can be applied to both traditional data and big data. While few number of these dimensions can't be applied, such as Heterogeneity, Scalability, and Complexity can't be applied on structured data due to its nature. While on the other side Objectivity, Comparability and optimal use of resources aren't applicable on big data. Also we can point out that data quality dimensions are complementary which means that two or more dimensions can support the same idea. Like Accessibility and Availability, also Coherence, Cohesion and Pertinence. Few number of metrics and improvement techniques are presented during current studies.

5. CONCLUSION

The importance of achieving and maintaining a high standard of data quality is highly needed in any business. Traditional data quality dimensions have gained tremendous attraction in the past few years. A wide range of data quality dimensions can be easily applied on traditional structured data due to its simple nature. But the studies for big data quality dimensions are still initiatives. Only few number of the current works studied how to enhance the big data quality, and this enhancement process was applied on a very common dimensions like completeness, while the rest of the dimensions are still underground. Furthermore, other papers only

introduced a conceptual data quality frameworks or a framework to measure the level of data quality in big data projects. More attention should be paid to data quality dimensions that are applicable and matched with big data characteristics. Also, the big data quality metrics and their solving techniques should be under focus as well. Through our paper we investigated the current works and introduced a complete definition for data quality dimensions, its related metrics and handling techniques that can be applied to traditional data or big data or both. We conclude that many data quality dimensions are complementary and can be applied to traditional and big data. Furthermore, the metrics and techniques can be also used for both types of data. While data quality metrics that are domain specific (e.g. health domain) may differ from the common used ones.

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