



# Data integrity

SUBJECT:PROFFESIONAL Business skill

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# How to collect high – quality data?

- Implements a data collection plan
- Set data quality standards
- Create a plan for data correction
- Plan for data integration and distribution across departments
- Set goals for ongoing data collection

# Data integrity

- **Data integrity** refers to the accuracy and consistency (validity) of **data** over its lifecycle.

## Five issues

- Uniformity
- Version
- Completeness check
- Conformity check
- Genealogy check or drill down



# missing data or incomplete data

- Missing data is defined as the data value that is not stored for a variable in the observation of interest .
- The problem of missing data is relatively common in almost all research and can have a significant effect on the conclusions that can be drawn from the data



# Types of missing data

- Missing completely at random (MCAR)
- Missing at random (MAR)
- missing not at random (MNAR)

# Techniques of handling missing data



- List wise or case deletion
- Pair wise deletion
- Mean substitution
- Regression imputation
- Last observation carried forward

# Techniques of handling missing data



- Maximum likelihood
- Expectation –maximization
- Multiple imputation
- Sensitivity analysis



# Social networking analysis

- Analyzing various characteristics of the pattern of distribution of relationship and drawing inferences about the network as a whole or about the belonging to it considered individually or in groups.



# Basic terminology of SNA



- Centrality
- Betweenness
- Closeness
- degree

# General application of SNA

- For improved customer targeting, for potential promotions based on their past purchase history
- Identifying loyal customers who are vocal, active and passionate and can be characterized as brand ambassadors
- In fighting terrorist activities by characterizing the network organizations
- In detecting health care fraud by detecting patterns



# Business application of SNA

- Social network analysis for creating usable customer intelligence
- Social network analysis in organisational change
- For understanding health behavior