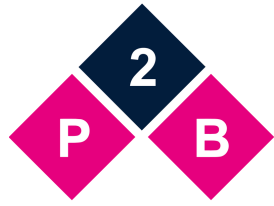




+91-82964 39334



info@pointtobusinessservice.com



DATA

CLEANSING

OUTSOURCING





what is data Cleansing Outsourcing

The practise of employing external organisations or service providers to clean, organise, and enhance the quality of a company's data is referred to as data cleansing outsourcing. [Data cleansing](#) is the process of finding and resolving flaws, inconsistencies, and inaccuracies in a dataset. It is also known as data scrubbing or data cleaning.

Outsourcing data cleansing chores to specialised service providers helps organisations to take use of these firms' experience and resources to guarantee that their data is accurate, trustworthy, and up to date.



Data Cleansing Process

Data auditing: The service provider evaluates the data's quality and integrity, finding any potential problems or abnormalities.

Data validation involves checking the data for correctness, completeness, and relevancy, as well as verifying that it fulfills certain quality requirements.





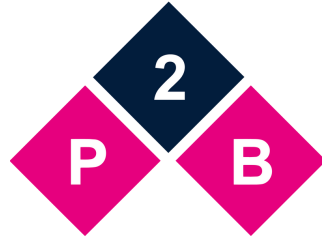
Data standardisation : refers to the process through which a service provider standardises the format, naming standards, and other characteristics of data in order to make it consistent and easier to analyse.

Data enrichment is the addition of new information to a dataset to increase its value and use.

Duplicate records are found and eliminated, minimising redundancy and keeping the database clean.

Data normalisation is the process of transforming data into a uniform format that allows it to be compared and analysed more easily.

Data integrity checks: A variety of integrity checks are done to discover and repair any inconsistencies or inaccuracies in the data.



Find out more at:

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+91-82964 39334



info@pointtobusinessservice.com

