

# Cost of Bad Data

## INTRODUCTION

More data doesn't guarantee better decisions. Bad data can be more detrimental than no data at all, as it leads to guesswork without clarity.

## THE IMPACT OF BAD DATA



Poor data quality costs organizations millions annually, leading to significant financial losses and operational inefficiencies.

Bad data results in wasted resources, incorrect decisions, and lost opportunities, affecting overall business performance.



Inaccurate data leads to misguided strategies, causing businesses to lose credibility and miss valuable opportunities in the marketplace.

***Do you require assistance with data quality?***

***For inquiries, please reach out to:***

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