



Wetenschappelijk Onderzoek- en  
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# datakwaliteit en de praktijk

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# Content

- Data Quality and Dimensions
- Exploiting Domain Knowledge
- Obtaining and Implementing Domain Knowledge
- Conclusions



# Data Quality and Dimensions

- Various definitions, ranging from defining some dimensions to more comprehensive definitions.
- Examples of the latter
  - Data should be a representation of (parts) of real-life
  - Fit for use
- To conclude: broad notion, subjective, and context/application dependent



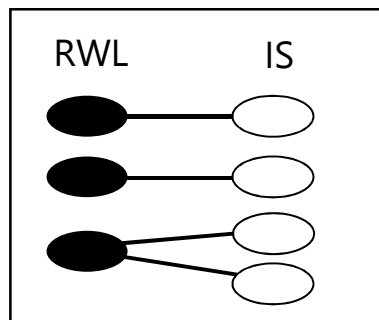
# Data Quality Dimensions

- Completeness
- Timeliness
- Accuracy
- Consistency
- Unambiguity
- Usability
- Relevance
- Presentation/Understandability
- .....

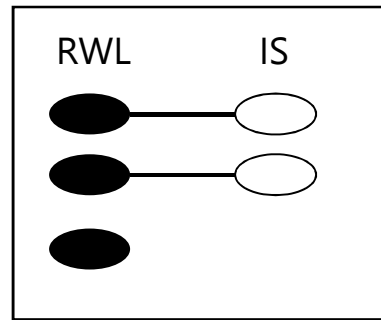


# Completeness

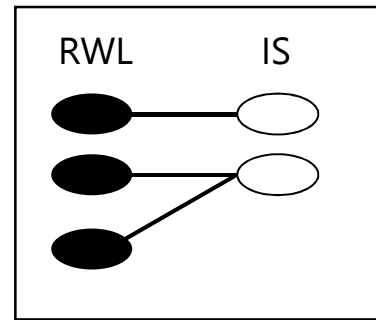
- Theoretical definition: represent every meaningful state of a real-world phenomenon



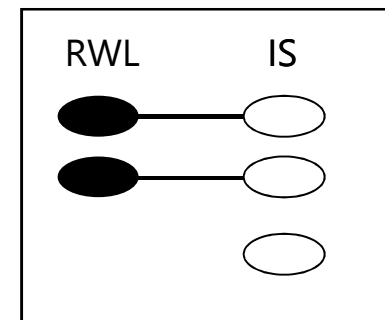
Correct



Incomplete



Ambiguous



Meaningless



# Completeness

- Practical definition: percentage of values entered in data sources
- Null values! Value unknown, undefined, doesn't exist, unknown whether it exists, NA, ...
- Insight in null values is necessary to improve quality



# Completeness

DBconstraint: #people = #male + #female; ? #people

Optimizer has two choices:

- Count # tids (result: 5)
- Apply DBbconstraint (result: 4)
- Split along gender: 3 males and 1 female

| tid | age | Gender | Category   | Price | Damage |
|-----|-----|--------|------------|-------|--------|
| 100 | 20  | Male   | Leased     | 70K   | Yes    |
| 200 | 35  | Null   | Not leased | 80K   | Yes    |
| 300 | 24  | Female | Leased     | 75K   | Yes    |
| 400 | 28  | Male   | Not leased | 40K   | Yes    |
| 555 | 28  | Male   | Leased     | 50K   | No     |



# Timeliness

- No agreement wrt a definition. However it has to do with the velocity of processing updates.
- Two common indicators are
  - The delay between a change in a real world state and the resulting modification in the IS
  - Volatility (time period for which information is valid in the real world)





# Timeliness

- Real world evolves over time
- Focus on obtaining resemblances between datasets and real world phenomena





## Semantic Level: Example

- Stored birthplace of an offender is USSR
- Today, USSR does not pertain a real-place
- DQ(country) in the past was fine but today poor → DQ degradation





# Accuracy and Consistency

- The extent to which data are correct and reliable. Proximity of a value  $v$  (John) to another value  $v'$  (Juhn)
- Violation of integrity rules
  - Marital status = married  $\dashrightarrow$  age > 16
  - integrity constraints



## Supplier

| <u>S#</u>  | <u>Sname</u> | <u>City</u> |
|------------|--------------|-------------|
| <u>S20</u> | Fashion_Fox  | Almere      |
| <u>S26</u> | Cyber_Shop   | Breukelen   |
| <u>S35</u> | Orcam        | Enschede    |

## Part

| <u>P#</u>  | <u>Pname</u> | <u>Price</u> | <u>Stock</u> |
|------------|--------------|--------------|--------------|
| <u>P4</u>  | CHAIR        | 70           | 4000         |
| <u>P10</u> | DRESS        | 120          | 100          |
| <u>P12</u> | TABLE        | 50           | 1000         |
| <u>P15</u> | LAMP         | 70           | 450          |

## Deliver

| <u>S#</u>  | <u>P#</u>  |
|------------|------------|
| <u>S20</u> | <u>P10</u> |
| <u>S26</u> | <u>P10</u> |
| <u>S26</u> | <u>P12</u> |
| <u>S35</u> | <u>P4</u>  |
| <u>S35</u> | <u>P10</u> |
| <u>S35</u> | <u>P12</u> |

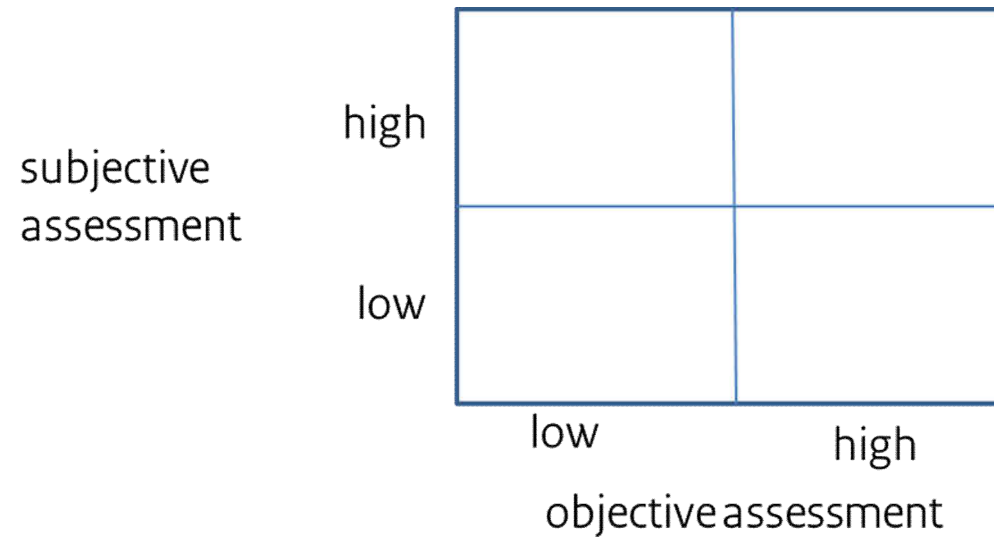
~~Insert (S30, P4)~~

~~Delete (S35,  
Orcam, Enschede)~~



# Dimensions

- Determine relevant and viable dimensions in a domain
- Distinguish between “objective” and “subjective” measurable dimensions





# Levels of Data Quality (DQ)

- Syntactic
- Semantic
- Pragmatic



**QUALITY CONTROL**



# Syntactic

- Degree to which stored data meets specified metadata
- Metadata:  $12 \leq \text{age} \leq 99$
- If 90 out of 100 people meet the age constraint in our database then  $DQ(\text{age}) = 90\%$



# Syntactic: Domain Knowledge

- Domain Knowledge: Age-Crime curve







# Semantic Level

- Degree to which stored data corresponds to represented external phenomena
- Several dimensions to assess Data Quality (DQ) at the semantic level
- DQ is determined by the extent to which stored data adheres to these dimensions



# Evolving Semantics: DQ degradation

- To prevent DQ degradation data evolution and semantic changes should be handled adequately
- In practice, data evolution may lead to unjustified trend reversals
  - reorganizations of municipals
  - rules and regulations are changing over time
  - ...



# Exploiting Dependencies

- Quantitative dependencies: Criminal Justice system
- Chain of police-prosecution-courts-execution





# Exploiting Dependencies

- Qualitative dependencies
- Study dramatical changes
- Cannot be automated fully





# Redundancy

- Different databases may store same kind of data → may cause inconsistencies
- Scrutinize overlapping data sets and search for inconsistencies
- Present inconsistencies to domain experts to select the most plausible value of an attribute



# Semantic Level: Groups

- On the basis of domain knowledge we may define groups of rules to improve data quality. Some of these groups are
  - Rules to manage redundancy
  - Rules to deal with missing data
  - Rules to handle semantic changes in attributes
  - Rules to exploit dependencies
  - Rules to filter out results that should not be shown to the user.
  - Rules to determine whether large deviations exist between past and future data or between values from the same or different databases.



# Domain knowledge

- How to obtain domain knowledge?
  - knowledge elicitation techniques
  - data mining technology and statistics
- How to implement domain knowledge?
  - knowledge representation techniques
  - form groups of rules
  - IF THEN ELSE formalism/state transition diagrams



# Elicitation

- Task of knowledge engineers
  - Protocol analysis: experts are asked to solve a case in front of knowledge engineer
  - Interviews
  - literature





## Example IF THEN ELSE

- Quantitative dependencies: Criminal Justice system
- Correlations between attributes
  - IF (date\_comitted\_crime = "unknown") THEN
    - IF (reported\_crime\_date ≠ "unknown")
      - THEN date\_comitted\_crime := reported\_crime\_date
      - ELSE generate\_alert().



# Summary

- Data Quality is a broad notion which is subjective, time and context dependent
- Domain knowledge helps to enforce and to improve data quality
- Application of domain knowledge for data quality purposes requires structuring and organization of the knowledge in some formal system