



DATA HYGIENE

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Data Hygiene, ProgressBay helps you do that and more.

In the course of running an organization, you would find that consistent data validation and enrichment are needed to heighten productivity. For no matter how huge your database is, it wouldn't benefit your business if the information in the database isn't accurate. Data hygiene ensures that such a scenario is remedied.

Be it marketing lists, lead lists, b2b company lists, b2b marketing database or any other data that's relevant to your business operations, ProgressBay makes sure that the data indeed remains relevant.

As part of our Data Hygiene service, ProgressBay would help you optimize your database which in turn result sin better marketing, which leads to higher revenue for the entire organization.

ProgressBay would help you format the data in the database by performing whatever task is required for an efficient database- be it better classification of data, modification of existing data, or correcting inaccurate information. Some of the important tasks we perform in bringing your database up-to-date include doing referential integrity checks, updating irrelevant data, systematically arranging mailing lists, making sure that the attribute names are consistent and also making homogenous data pools.

Advantages of partnering with ProgressBay for Data Hygiene:

We help you create a data quality plan. First of all, we would help you know where exactly the highest incidence of data quality errors occur. From this, you could create an efficient data quality plan.

We help you standardize all the data in the database.

We help you ensure that the data is accurate. To perform this, we undertake research, and use sophisticated data tools.

We could help install tools which would identify duplicate data points and remove it. This would release a human from having to perform the redundant activity.



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