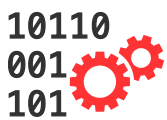


DATA CLEANING CHECKLIST

Here are basic steps to take to clean up and protect your organization's data.



1. ASSESS YOUR DATA

- ✓ Identify how many data points have serious issues such as duplication.
- ✓ Determine the source of the bad data.
- ✓ Create a data dashboard to watch for and identify bad or duplicate data.
- ✓ Establish clear data standardization rules.



2. CLEAN THE DATABASE

- ✓ Clean out duplicate data points.
- ✓ Complete data points that are missing information.
- ✓ Validate data after cleaning to ensure remaining data is usable and meaningful.



3. PROTECT YOUR DATA

- ✓ Ensure your organization is following the data standardization rules you've established.
- ✓ Update information such as phone numbers and emails on a regular basis.
- ✓ Check your data against updated industry information on a regular basis.



4. ENHANCE YOUR DATABASE

- ✓ Build lists of contacts at companies you are targeting.
- ✓ Gather information about these contacts, including email, phone, social media profiles, titles, bios, etc.