

Foreword

For all types of businesses, there is an increasing trend towards the utilization of data, as well as information that can be gathered from data. Big Data or Data Scientist are the new terms that emerged from recent developments in the field of data and information science, just to mention a couple examples.

The assurance of data quality has become an integral part of information management practices in organizations. Data of high quality may be the basis for making good decisions, whereas poor data quality may have negative effects on decision-making tasks. This will eventually lead to the need for changing requirements for decision support systems (DSS). In particular, it will change the way data is being gathered and presented in order to aid decision-makers.

After a thorough literature review on the topic of data and information quality, fields of research that are deemed relevant for this research project could be classified. What really stands out from this literature review is the concept of data quality dimensions, whereby the goal of this research project was to measure the degree to which each of these dimensions has an effect on decision-making quality.

An experiment was conducted as the methodology to collect data for this research project. From the data collected, the research questions could be answered, and a conclusion could be drawn. The experiment was broken down into five treatment groups, each of which had to go through a specific scenario and complete tasks. The purpose of the experiment was to measure the effect of data quality on decision-making efficiency. The advantage of this experiment was that such effects could be measured between and amongst treatment groups in a live setting.

The results of the research project show that accuracy as well as the amount of data can be deemed influencing factors on decision-making performance, whereas representational consistency of data has an effect on the time it takes to make a decision.

The research project may be most useful in the field of data quality management. It may also be profitable for creating information systems, and, in particular, for creating systems needed to support decision-making tasks. In addition to future research, the results of this project will also be a valuable resource for practical tasks in all kinds of industries. Without any doubt, there will be a broad and interested audience for the work Mr. Samitsch has accomplished through this research project.

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Data Quality and its Impacts on Decision-Making

How Managers can benefit from Good Data

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