

AI-Ready Data Assessment

Can you rely on your data to power AI?

AI is only as trustworthy as the data behind it. When data is poor, AI doesn't just make mistakes, it scales them fast across your organisation. Despite high AI investment, Gartner found that only **14% of leaders believe their data is ready for AI**.

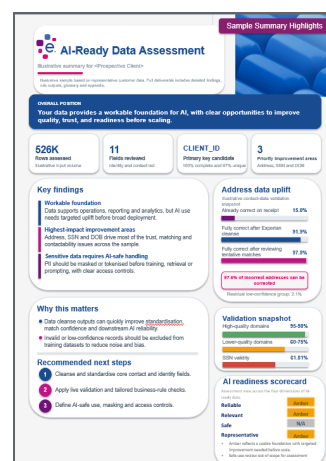
Poor data can cause AI to generate unpredictable, inaccurate, and sometimes inappropriate outputs, resulting not only in low returns on investment but also increased costs, along with heightened regulatory and reputational risks.

Find out if your data is AI ready

Built on extensive experience, we've developed an assessment to determine how ready your data is for AI and what's needed to prepare it.

We scan for issues with data quality, PII, inaccurate or outdated contact information, anomalies and much more. Then provide a report that shows:

- Data readiness for AI and analytics use cases
- Key issues impacting data quality and usage
- Practical recommendations to achieve fit-for-purpose data



Why Experian?



Real-world data validation

Experian's continuously refreshed bureau data as well as matching expertise helps assess whether data remains accurate, connected, and representative.



Trusted benchmark

Experian can identify potential coverage gaps or sources of bias using our trusted datasets as a benchmark.



Proven expertise

30+ years of expertise in data quality, identity, and decisioning, built on both client and lived experiences managing our own complex, sensitive data.



Insight to action

Experian recommends improvements and, upon request, can correct and enrich data helping organisations move from assessment to AI readiness.

Experian's data expertise is trusted by...

