

# Data Cleansing Plan Example

## 1. Purpose

This document outlines the approach and activities for cleansing data prior to migration or analysis, ensuring high data quality.

## 2. Scope

Applies to the customer records in the legacy CRM system scheduled for import into the new CRM platform.

## 3. Cleansing Activities

- 1. Profile source data to identify anomalies and issues.
- 2. Standardize formats (dates, phone numbers, addresses).
- 3. Remove duplicate records.
- 4. Fill missing mandatory fields where possible.
- 5. Correct invalid or inconsistent entries.
- 6. Document and report unresolved issues.

## 4. Roles and Responsibilities

Role	Responsibility
Data Owner	Approve data cleansing rules and exceptions
Data Steward	Execute, monitor, and validate cleansing activities
Business Analyst	Define data requirements and cleansing criteria

## 5. Data Cleansing Rules Example

Issue	Rule
Missing Email Address	Mark record for manual review
Invalid Date Format	Convert to YYYY-MM-DD
Duplicate Customer	Retain the most recent record

## 6. Timeline

- Data Profiling: Week 1
- Cleansing Activities: Weeks 2-3
- Validation/Sign-Off: Week 4

## 7. Sign-Off

Data cleansing plan reviewed and approved by Data Owner and Project Manager.

