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| Dataset Title | NT Tourism Free WiFi New-Return User |
| Agency | Department of Tourism Sport and Culture |
| Division | Tourism |
| Dataset Description | A weekly total of return and new count of all NT Tourism Free WiFi users |
| Dataset Classification | High |

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| Dataset quality rating | Accuracy | ★ ★ ★ ★ ★ |
| | Completeness | ★ ★ ★ ★ ★ |
| | Consistency | ★ ★ ★ ★ ★ |
| | Timeliness | ★ ★ ★ ★ ★ |
| | Integrity | ★ ★ ★ ★ ★ |

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| Accuracy | High | ★ ★ ★ ★ ★ |
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- ✓ The data correctly represents what it was designed to measure, monitor or report
- ✓ This data meets quality assurance processes (checking of errors at each stage of the data collection and processing)
- ✓ Action has been taken to minimise processing errors
- ✓ Information on any known limitations of the data collection is provided.
- ✓ Data fits certain criteria and adheres to specific business rules.

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| Completeness | High | ★ ★ ★ ★ ★ |
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- ✓ Dataset contains all the records expected and are correctly populated
- ✓ Data completeness is measured at the dataset, record, or column level
- ✓ Data with missing values were identified and addressed
- ✓ The proportion of data stored against the potential of 100% complete
- ✓ Data completeness was checked against mandatory attributes that require a value

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| Consistency | High | ★ ★ ★ ★ ★ |
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- ✓ Data values were consistently represented within a dataset, between datasets and across datasets
- ✓ No differences were found when comparing two or more representations of an entity against a definition
- ✓ Data within the database conforms to defined business rules
- ✓ Data meets rules for content and format enabling effective matching and consistent output
- ✓ Only valid data will be written to the database

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| Timeliness | High | ★ ★ ★ ★ ★ |
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- ✓ Data is available quickly and frequently enough to support information needs
- ✓ Time lag between the reference period and the actual date of release is short
- ✓ The frequency of the data collection is specified (one-off basis or ongoing)
- ✓ Data is current and released before it is superseded
- ✓ Updates or revisions to the data are made after its release

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| Integrity | High | ★ ★ ★ ★ ★ |
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- ✓ Standard definitions, common concepts, classifications and data recording practices have been used
- ✓ Elements within the data can be meaningfully compared
- ✓ This data is generally consistent with similar or related data sources to enable data compilation and comparison
- ✓ This data is consistent with previous releases (no significant changes to methodology or collection standards)
- ✓ There were no major changes in the way data items are defined, classified or counted since the start of the series

Additional information on criteria not met - data marked with a X

Data custodian Details

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|----------------|------------------------|
| Data Custodian | Ian Crawshaw |
| eMail address | ian.crawshaw@nt.gov.au |
| Phone number | 08 89993841 |

Legend

- ✓ The dataset meets the quality criteria
 - X The criteria is not met - Explanation is provided
 - Criteria is not applicable to the data
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Disclaimer

Northern Territory Government is committed to producing data that is accurate, complete and useful. Notwithstanding its commitment to data quality, NT Government gives no guarantee as to the fitness of this data for a particular purpose. While every effort is made to ensure data quality, the data is provided "as is". The burden for fitness of the data remains completely with the user. NT Government shall not be held liable for improper or incorrect use of the data.