

## 3 layer QC process

### Quality measurement framework

STEP	EFFECT
Level 1 (pre-processing)	<ul style="list-style-type: none"> <li>Check if the input has all the pre-requisite data</li> <li>Check for missing data/ incomplete data/ incorrect data</li> </ul>
Level 2 (Quality Check)	<ul style="list-style-type: none"> <li>Check for data accuracy/image quality and title</li> <li>Check if the data populated is as per the current standards</li> <li>Check delivery formatting/ upload formatting/ special characters</li> </ul>
Level 3 Quality Check (Rice Sample)	<ul style="list-style-type: none"> <li>Sample check 30% data</li> </ul>

## ERROR TYPE AND CRITICALITY

Error Type	Specifics	Error Severity	Weightage	Rating points
Factual Errors	Wrong Type attribute in attribute list, Highly Critical description, feature list, title	Highly Critical	25%	5 OR 0
	Wrong image	Highly Critical	25%	5 OR 0
	Wrong categorization	Important	5%	5 to 1
	Incomplete data	Low	1%	5 to 1
Format Errors	Specific project instructions not followed	Critical	10%	5 to 1
	Watermark on image	Critical	5%	5 to 1
	Grammatical errors	Important	5%	5 to 1
	Standard instructions not followed	Important	5%	5 to 1
	Incorrect HTML tagging	Medium	2%	5 to 1
	Formatting errors	Medium	2%	5 to 1