Dear Kathleen,

Thank you for providing the three datasets from Sprocket Central Pvt Ltd.
I've studied the data and these are the things which I think should be looked upon.

Customer Demographics -
- After sorting the data by DOB, there were customers with ages 175-year-old. These values shouldn't be allowed as it **violates validity**. There should be values up to a certain date.
- There were **missing values** in the DOB, Job titles and tenure column which made the dataset **incomplete**. Missing columns that were present in the New Customer List but not in Customer Demographics.
- **More demographic features** like Disabilities, Household Income, Location should be added for relevancy.
- Some redundant data like a customer with DOB 1843-12-21
- The past 3 years' transaction currency wasn't mentioned thus lacking **validity.**

New Customer List -
- The customer id was missing. Please ensure that the columns in both the lists should match to ensure easier calculation.
- There were missing values in Job title, job industry category. So it was **incomplete**.
- **Inconsisten**t values for same attribute.

Transactions -
- Missing data in online_order and product_first_sold_date. **Lacked completeness**.

Mitigation -
There were no duplicates so all the data were **unique**. The missing values can be filled with the mean value from the training data set. An alternative is, the missing data rows can be deleted.

After all, these are taken into account, I'll be able to analyse the data more so that your revenue can be increased.

Thanking you,
Ishika Saha.