

I am grateful to Sprocket Central Pty Ltd for providing us with the three datasets namely Customer Demographic , Customer Address, Transaction Data in the past 3 months.

The main data quality issues that were encountered and the methods used to mitigate the identified data inconsistencies are as follows. Also *recommendations going forward to mitigate current data quality concerns are provided* to improve the accuracy of the underlying data used to drive business decisions.*On reviewing the data quality I ensure that it is ready for our analysis in phase two.*

1.The tenure column in table customer demographics is not matching and not seem to relate with the tenure table in the new customer list as an example jephthah bachman has a tenure of 20 and in customer demographic table no search tenure of 20 is being shown in new customer list.The column should be similar so one can filter the same and Update the data values.

2. There are missing values in the column of last name and job title in the customer demographic table leading to incompleteness in data fields without values.One can replace the missing values with the average or mean values.

3. There are null or 0 values in the product ID of the transaction table giving us to duplicate records and entries in the data field.Eliminate the redundant values will solve this inconsistency.

4. Data values of postcode in table customer address for 4000 has only a single entry of of property value 7 but in the new customer table there are five entries to the postcode 4000 that means the two columns are not similar to each other.

5. The column country in customer address as well as new customer list has only a single entry Australia so the values are free from contradiction and ensure consistency.

Please let us know if the above data quality issues and recommendations are not according to your assessment.Thank You.