KPMG email to Spyrocket limited on data quality test

**Accuracy**

* The gender column is inaccurate as there seems to be some contradictions and inconsistency in the gender column, there are about 6 different values in the gender column with wrong spellings, wrong values and also inconsistent formatting.
* The last name column has blank values and that makes the column incomplete.
* The DOB column has values with only years and also blank values.
* The are a lot of blank values in the job title column
* There are missing values in the job industry category
* Property value has an inconsistent data representation

Transactions

* The order\_online column has three values instead of two and there are blanks in that column.
* The brand column also contains some blank same as the product line ,product class and product size columns.
* There are also some blank pages in the standard cost column and product first sold date column
* The product first sold date is not of the right type(invalid objects)

Customer address table

* There is an inconsistency in the representation of values in the state table

Accuracy – correct values

Completeness – Columns with values

Consistency – values free from contradiction

Currency – values up to date

Relevancy – Data items with value meta data

Validity– containing allowable words