Dear Sprocket Central Pty Ltd’s Data,

Thank you for providing me with this dataset, I have analyzed the dataset and found the following Data Quality Issues with the dataset.

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| --- | --- | --- | --- |
| Sheet Name | Column Name | Data Quality Issue |  |
| Transactions | Online Order | Null Values |  |
| Transactions | Brand | Null Values |  |
| Transactions | Products-first-sold-date | Relevancy | To convert from integer to Date Format |
|  |  |  |  |
|  |  |  |  |
| New Customer List | Last Name | Null Values |  |
| New Customer List | Gender | Consistency | U- Value is not well interpreted |
| New Customer List | Job-Title | Null Values |  |
|  |  |  |  |
|  |  |  |  |
| Customer Demographic | Last Name | Null Values |  |
| Customer Demographic | Gender | Inconsistency | Spelling Error and U- Value not well  Interpreted |
| Customer Demographic | Job Title | Null Values |  |
| Customer Demographic | Job Industry | Null Values |  |
| Customer Demographic | Deceased-Indicator | Accuracy | Removed the Y value because we only  need the dataset of people alive |
| Customer Demographic | Default | Relevancy | Removed the column from the dataset |
|  |  |  |  |
|  |  |  |  |

ISSUES RELATED WITH DATASETS

1. Transaction Table: Worked-about the given table while analyzing it and found some data issues in some columns such as,

Online Order: Removed Null Values

Brand: Removed Null Values

Product-first-sold-date: Made use of Format to convert from integer to Date Format.

1. New Customer List:

Gender: This particular column had a gender quality issue for consistency and found out that many rows had “U” as a gender. I would like to know if this was some sort of a typo error or if you could find some information on that.

Last Name: Removed the Null Values

Job-Title: Removed the Null Values

1. Demographic:

Various columns such as Last Name, Job-Title and Job-Industry have empty or null values, some has Inconsistency data type and others lacked Accuracy and Relevance.

There is a pictorial table above which has the Data Quality Issues outlined and well-detailed. These Issues would limit the dataset from proper processing and visualization without been looked into. Moving Forward Data set should be thoroughly analyzed and proper questions should be asked in respect to the values in the dataset.

Kind Regards,

Mariam Aghayedo.