Subject: Data Quality Assessment and Recommendations

Dear Sprocket Central Pty Limited,  
  
I trust this email finds you well. I am reaching out to share our observations and recommendations regarding the data provided by Sprocket Central Pty. Ltd. Our assessment is structured based on key dimensions from the Data Quality Framework Table:  
  
Accuracy:  
1. Outliers in DOB:  
Observation: Inaccuracies observed in the Date of Birth (DOB) column  
   Recommendation: Conduct a thorough investigation to correct outliers for improved accuracy.  
  
Completeness:  
1. Blanks in Tenure:  
Observation: The tenure field contains blanks.  
   Recommendation: Enhance completeness by filling in the missing tenure information.  
  
2. Blanks in the Job Category:  
Observation: The Job Category field contains blanks.  
Recommendation: Address completeness issues by providing missing job category information.  
  
Consistency:  
1. Duplicate Values in All Columns:  
Observation: Duplicated records were identified across all columns.  
Recommendation: Implement measures to eliminate duplicate entries for enhanced consistency.  
  
2. Consistency in the State Column:  
Observation: The state column displays inconsistencies with a mix of abbreviations and full names.  
Recommendation: Standardize state entries for improved consistency.

3. Consistency in formatting

Observation*:* Variations in formatting and data types across the datasets.

Recommendation*:* Standardize data formats to maintain uniformity and coherence.

Currency:  
1. The date column is recent, confirming currency:  
Observation: The date column shows recent entries, affirming data currency.  
No Specific Recommendation  
  
Relevancy:  
1. The default column is Irrelevant data.  
Observation: The 'Default' column contains irrelevant information.  
Recommendation: Verify the purpose of this column and clean up or remove irrelevant data for improved relevancy.  
  
2. The data type is not formatted:  
Observation: Data types are not uniformly formatted.  
Recommendation: Standardize data types across relevant columns to enhance relevancy.  
  
Validity:  
1. Gender Column Contains Inconsistency:  
Observation: Inconsistent entries in the 'Gender' column  
Recommendation: Standardize gender entries to ensure validity and coherence.  
  
2. Values Free from Contradiction: Product-related Columns:  
Observation: Blank entries in various product-related columns  
Recommendation: Enhance validity by completing the missing information in these fields.  
  
Uniqueness:  
1. Records that are Duplicated Across All Columns:  
Observation: Identification of duplicated records across all columns  
Recommendation: Implement measures to identify and remove duplicate entries for enhanced uniqueness.  
  
We hope that structuring our observations and recommendations according to the Data Quality Framework Table dimensions provides clarity. This approach ensures a targeted and comprehensive strategy for improving the quality of the data.  
  
Should you have any questions or require further clarification, please do not hesitate to reach out. We are committed to ensuring the success of this project and value your feedback.  
  
Thank you for your attention to this matter.  
  
Kind Regards,  
  
Akanji Faruq Olayinka, Data Analyst