

Dear Client,

On behalf of our entire team, we would like to thank you sincerely for taking out so much time in meeting us. The meeting helped us to communicate and understand your company's goal and objectives.

Based on the dataset provided by your company, we analysed the data and we got some results stated below.

Accuracy:

- For "Customer Demographic", DOB of the customer ID =34 was found to be incorrect and age column in 'Transaction' sheet was missing.

Completeness:

- Customer IDs were inconsistent among "Customer Demographic," and "Customer Address" and "transactions" sheet.
- Missing values in job title for "Customer Demographic" and Missing values for online orders and brand column for "Transactions".

Consistency:

- Most Probably Typing error in gender for "Customer Demographic" and "Customer Address respectively"

Relevancy:

- Default column for "Customer Demographic" and order status for "Transactions"

Validity:

- Incorrect Format of list price and product-sale date for "Transactions"

For your convenience, we all also provided the data after cleaning all the quality issues.

Best Regards