Dear sir,

Thank you for providing us with the three datasets from Sprocket Central Pty Ltd. The summary table below highlights key quality issues that we discovered within the three data sets. Please let us know if you have any queries surrounding the issues presented.

Summary table:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **ACCURACY** | **COMPLETENESS** | **CONSISTENCY** | **CURRENCY** | **RELEVANCY** | **VALIDITY** |
| **CUSTOMER**  **DEMOGRAPHIC** | 1.DOB: Inaccurate  2.Age:  Missing | 1.Job title: blanks  2.Customer id: incomplete | 1.Gender:  inconsistency | 1.Deceased customers: filter out | 1.Default column: delete |  |
| **CUSTOMER ADDRESS** |  | 1.customer id:  incomplete | 1.states:  inconsistency |  |  |  |
| **TRANSACTIONS** | 1.Profit:  missing | 1.Customer id:  Incomplete  2.Online Order:  Blanks  3.Brand: blanks |  |  | 1.Cancelled status order:  Filter out | 1.List price:format  2.Product sold date:  format |

Below are more in depth descriptions of data quality issues discovered and methods of mitigation used.

**ACCURACY ISSUES:**

DOB was inaccurate for “Customer Demographic” and missing an age\_column;

Missing a profit column for “Transactions”.

**COMPLETENESS:**

Additional customer\_ids were inconsistent among “Customer Demographic”, “Customer Address” and “Transactions”.

Blanks in job\_title for “Customer Demographic”, in online\_order and brand\_column for “Transactions”.

CONSISTENCY:

Inconsistency in gender for “Customer Demographic” and “Customer Address” respectively.

CURRENCY:

People that are ‘Y’ in deceased\_indicator are not current customers for “Customer Demographic”.

RELEVANCY:

Lack of relevancy in default\_column for “Customer Demographic” and order\_status for “Transactions”.

VALIDITY:

Format of list\_price, product\_sale\_date for “Transactions”.

That summaries all data quality issues discovered through the first stage of the data quality analysis.

Please let us know if you have questions regarding any data quality issues identified.

Thank you,

Yours sincerely

Anubha Singh