Dear John Doe,

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

* **Accuracy Issues:**
  + **Mitigation**:
    - Filter out outlier in DOB.
  + **Recommendation:** 
    - Create an ‘age’ column for ease in Customer Demographic table.
    - Create a ‘profit’ column in Transactions table. It will assist in monetary analysis.
* **Completeness Issues:**
  + **Mitigation**:
    - Filter all customer\_ids from 1 to 3500 in Customer Address, Customer Demographics table.
    - Filter blanks columns for job\_title from Customer Demographics.
    - Filter blanks from online\_order and brand columns of Transaction tables.
  + **Recommendation**:
    - Customer\_ids from 1 to 3500 will be used for our model as they consist of complete data.
    - Ensure updating data for future analysis.
    - Provide dropdown options for industry or job\_title.
    - Provide dropdown options for online\_order and brand column.
* **Consistency Issues:**
  + **Mitigation**:
    - Filter all M as Male, Femal and F as Female for gender columns of Customer Demographics.
    - Filter New South Wakes as NSW, Victoria as VIC for states column of Customer Address.
  + **Recommendation:** 
    - Provide dropdown options for genders.
    - Provide dropdown options for states column.
* **Currency Issues:**
  + **Mitigation**:
    - Filter all the people that are ‘Y’ is deceased indicator column of Customer Demographics.
  + **Recommendation:** 
    - Update data regularly and remove the data of deceased people as they will not be the part of data model.
* **Relevancy Issues:**
  + **Mitigation**:
    - Deleted metadata of default column of Customer Demographics.
    - Filtered out Cancelled orders from order status column of Transactions
  + **Recommendation:** 
    - Format or delete metadata wherever possible.
    - Cancelled orders are irrelevant for the data model.
* **Validity Issues:**
  + **Mitigation**:
    - Format product\_sale\_date column of Transactions to short date.
    - Format list\_price column of Transactions to currency.
  + **Recommendation:** 
    - Format the data wherever possible such that it becomes easy for updating further data.
    - Cancelled orders are irrelevant for the data model.

This summarizes all the data quality issues discovered. The mitigation strategies suggested are simple and effective. This will increase the level of analysis performed by KPMG and the hired analyst team. Kindly contact us for any concerns related to the same.

**Kind Regards,**

**Anushka Sawant**