Dear Sir/madam,

Thank you very much for the datasets that you have provided us regarding the Sprocket Central Pty Ltd. After analysing all three datasets, few issues were encountered and were mitigated. These issues as well as the techniques used to improve the quality of the data is presented below. Please feel free to contact me or any of our team member if you require any further explanations.

* Transaction

1. Blanks discovered for online\_order and brand and were removed.
2. Product\_first\_sold\_date changed into date that represents day/month/ year.
3. Currency sign for list\_price was missing and has now been added.
4. The profit for each transactio\_id has been computed and added to the dataset.

* ConsumerDemographics

1. The data for gender had lot of inconsistency, which were then replaced to be either Male, Female or U (Unspecified).
2. Blanks discovered in Date of Birth (DOB) and removed. The age for all the clients were computed to check if the data entered for date of birth were correct. One entry was discovered to be inaccurate and has been removed.
3. All the positive entries for deceased\_indicator have also been removed.
4. The data entered for default were removed as the entries did not represent anything.

* CustomerAddress

1. The customer\_id was found to have some missing entries as some of the numbers were not present.
2. Data inconsistency were found for state, NSW, VIC and QLD has been replaced as New South Wales, Victoria and Queensland.

I also have the edited datasets attached with this email. Please contact me or any of my team member if you have any queries or have trouble opening the attachment.

Regards,

Bimal Pun

KPMG Data Analytics Intern