

## Data Quality Issues

- Duplicate column: Year, in dataset. **Mitigation:** Removed additional column.
- 'date' and 'wc' column both carry date values, with no explanation of the variable 'wc'.
- Columns 'day', 'month', 'day-month', 'year' contain segments where values match the 'date' column and some records; mismatched hence, incorrect.
- Various columns, 'Impressions', 'Cost', 'Lead complete', 'Campaign\_complete'; have empty values in certain records.  
**Mitigation:** Filled numeric cells with zero and string cells with null.
- Dataset contains future forecasts.