DATA QUALITY ASSESSMENT REPORT

Dear Client,

We appreciate you for these datasets made available for quality assessment. During data processing on the datasets, we got the following overview:

	Number of Records	Number of Fields	Unique Customer ID	Receiving date
Transaction table	20,000	14	3,494	29/12/2021
New Customer List table	1,000	19	-	29/12/2021
Customer Demographic table	4,000	14	4,000	29/12/2021
Customer Address table	3999	6	3,999	29/12/2021

Below is a comprehensive table-by-table report of the data quality assessment and the issues associated.

Transaction Table

DQA Dimensions	Defaulting Columns	Issues related with columns
Completeness	Online order, brand, product line, product class, product size, standard cost, product first sold date	Missing data points/entries.
Relevancy	Online order, brand, product line, product class, product size, standard cost, product first sold date	Some entries proved to be less useful for analysis.
Validity	List price	Values were entered in the wrong format.

New Customer List Table

DQA Dimensions	Defaulting Columns	Issues related with columns
Completeness	Last name, DOB, Job title	Missing data points/entries.
Consistency	DOB	Entries were inconsistent.
Relevancy	Gender, R,S,T,U,V (hidden columns)	Some entries proved to be less useful for analysis.
Validity	List price, Gender, DOB	Values were entered in the wrong format.

Customer Demography Table

DQA Dimensions	Defaulting Columns	Issues related with columns
Completeness	Last name, DOB	Missing data points/entries.
Relevancy	Deceased indicator, Default	Some entries proved to be less useful for analysis.
Validity	List price	Values were entered in the wrong format.

Customer Address Table

DQA Dimensions	Defaulting Columns	Issues related with columns
Consistency	State	Some entries were inconsistent.

Moving from here, we will clean the data and prepare it for proper analysis. Thanks for allowing us to engage with your data.

Regards,

Chisom Ibezim