**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 |
| **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.

|  |  |  |
| --- | --- | --- |
| 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. |

**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. |

**Customer Demography Table**

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

**Customer Address Table**

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