**DATA QUALITY ASSESSMENT**

There are 88 customers with bad data for their ‘DOB’

There are 360 customers with no ‘online\_order’ status

There are 197 customers without a ‘brand, product\_line, product\_class, product\_size, standard\_cost and first\_production\_date’ status

The ‘first\_production\_date’ column is not in the standard date format, making it next to impossible to understand.

The are 1378 customers with the ‘product\_id’ – 0, which doesn’t correspond with the product ‘brand’

NewCustomerList

There are 29 customers without a last name

There are 17 customers with the gender – ‘U’ as well as a blank ‘DOB’

There are 106 customers without a job title

CustomerDemographics

There are 125 customers without a last name

There are 88 customers with the gender – ‘U’

There are 506 customers without a job title

There are 86 customers without a tenure