

Dear Client,

Thank you for providing us with the three datasets from Sprocket Central Pty Ltd. The summary table below highlights key quality issues that we discovered within the datasets. Please let us know if you have any queries surrounding the issues presented.

Summary Table

	Accuracy	Completeness	Consistency	Currency	Relevancy	Validity
Customer Demographic	<ul style="list-style-type: none">• DOB: inaccurate• Age: missing	<ul style="list-style-type: none">• Job Title: blanks• Customer ID: incomplete	<ul style="list-style-type: none">• Gender: inconsistency	<ul style="list-style-type: none">• Deceased customers: filter out	<ul style="list-style-type: none">• Default column: delete	
Customer Addresses		<ul style="list-style-type: none">• Customer ID: incomplete	<ul style="list-style-type: none">• States: inconsistency			
Transactions	<ul style="list-style-type: none">• Profit: missing	<ul style="list-style-type: none">• Customer ID: incomplete• Online Orders: blanks• Brand: Blanks			<ul style="list-style-type: none">• Cancelled status order: filter out	<ul style="list-style-type: none">• List price: format• Product sold date: format