# Data: Transactions

* **online\_order**
  + Contains 360 NULL values
* **Brand**
  + Contains 197 NULL values
* **product\_line**
  + Contains 197 NULL values
* **product\_class**
  + Contains 197 NULL values
* **product\_size**
  + Contains 197 NULL values
* **Standard\_cost**
  + Contains 197 NULL values
* **Product\_first\_sold\_date**
  + Data does not make any sense

**NOTE: brand, product\_line, product\_class, product\_size, standard\_cost, product\_first\_sold\_daya have missing values in same 197 rows**

# Data: NewCustomerList

* **last\_name**
  + Contains 29 NULL values
* **DOB**
  + Contains 17 Null values
* **Job\_title**
  + Contains 106 Null values
* **Job\_industry\_category**
  + Contains 165 NULL values

**NOTE:** No co relation between **job\_title** and **job\_industry\_category** in some dataEx – Nurse -> Property, librarian -> Entertainment

* **Wealth\_segment**
  + Affluent customer and High net worth seem similar
* **Deceased\_indicator**
  + All values same (N)
  + Data not up to date

**Note:** Following cols seem irrelevant for a company who is in a bike business

1. **tenure**
2. **property\_valuation**
3. **Rank**

* Value
  + No context

# Data: CustomerDemographic

* **Last\_name**
  + Contains 125 NULL values
* **Gender**
  + Redundant category e.g Male and M, Female and F
* **DOB**
  + Year 1843 seems odd and only one instance of that year available then 1931 so 1843 looks like a mistake
* **Job\_title**
  + Contains 506 missing data
* **job\_industry\_category**
  + Contains 656 NULL values
* **Wealth\_segment**
  + Affluent customer and High net worth seem similar
* **tenure**
  + Contains 87 NULL values
* **default**
  + Unclear data purpose
  + Name unclear
  + Looks like font type mismatch or garbage value

# Data: CustomerAddress

* **state**
  + Some state have sort form and some have not
  + For Victoria state 2 notations are used VIC and Victoria
* **property\_valuation**
  + Measure not clear