

## Data Collection and Preprocessing Phase

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|---------------|--|
| Date          | July 5, 2024                                 |
| Team ID       | 739838                                       |
| Project Title | Customer segmentation using Machine Learning |
| Maximum Marks | 2 Marks                                      |

### Data Quality Report Template

The Data Quality Report Template will summarize data quality issues from the selected source, including severity levels and resolution plans. It will aid in systematically identifying and rectifying data discrepancies.

| <b>Data Source</b> | <b>Data Quality Issue</b>   | <b>Severity</b> | <b>Resolution Plan</b>      |
|--------------------|---|-----------------|-----------------------------|
| Kaggle Dataset     | Missing values in the ID, Sex, Marital status, Age, Education, Income, Occupation, Settlement size. | Moderate        | Use mean/median imputation. |