**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.

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