Email to client

Subject: Request for Data Quality Assurance from KPMG

Dear Client,

Hi, hope you are doing well!

I am Kaiyue, data analyst in KPMG and I am writing the email to confirm the data quality that I received from your company.

The datasets include:

1. *Customer Demographic*

2. *Customer Addresses*

*3. Transaction data in the past three months*

*4. New Customer Lists*

When I review the data and I found data incompleteness. In order to minimize the possible negative outcomes from analysis, I would like to check with you again to see if the datasets I received is complete.

For example, there are Null values in customer name, date of birth and job titles; some customers’ date of birth seems incorrect; the “default” column in *Customer Demographic* datasets contains unclear information that I may require more information to understand the intuition. Also, for the “product\_first\_sold\_date” column in Transaction datasets doesn’t look like date.

Could you please check again with the datasets? I understand data may be disordered during Extract, Transform and Load process, and I assure the data quality before going to analysis part.

Looking forward to hearing from you!

Best Regards,

Kaiyue