Subject: Data Quality Issues and Solutions

Dear [Client’s Name],

I hope this email finds you well. I am writing to inform you of some data quality issues that we have identified in the datasets provided by Sprocket Central Pty Ltd. We have reviewed the data quality of the Customer Demographic, Customer Addresses, and Transactions data in the past three months and have found the following issues:

**Transactions Tab:**

The data for the year 2017 is not complete, with missing column values in the brand, product line, product class, product size, and standard cost columns. This affects around 138 rows.

The product\_first\_sold\_date column does not contain any data, making its name misleading.

**Customer Demographics Tab:**

Column K contains garbage values and is therefore useless.

Column J (deceased indicator) and Column L (owns car) are not valuable for our analysis. Column M (tenure) is unclear in terms of what context it refers to and whether it is measured in days, months, or years.

**Customer Address Tab:**

Column D (State) is inconsistent, with some rows using abbreviations while others have full names.

Column F (property valuation) is irrelevant for our analysis.

In light of these issues, we recommend the following solutions:

For the missing column values in the Transactions tab, we suggest either removing the affected rows or imputing the missing values using an appropriate method.

For the misleading product\_first\_sold\_date column, we suggest either renaming it or removing it if it is not necessary for our analysis.

For Column K in the Customer Demographics tab, we suggest removing it from our analysis.

For Columns J and L in the Customer Demographics tab, we suggest removing them from our analysis if they are not relevant to our goals. For Column M, we suggest clarifying its meaning and units of measurement.

For Column D in the Customer Address tab, we suggest standardizing the values by either using abbreviations or full names consistently.

For Column F in the Customer Address tab, we suggest removing it from our analysis if it is not relevant to our goals.

We hope that these solutions will help improve the quality of Sprocket Central Pty Ltd’s data and enable us to effectively analyze it to help optimize its marketing strategy.

Please let us know if you have any questions or concerns.

Kind regards, Nikhil Rathore