<Send email on Data Quality issues to Client>

Hi There,

We have detected data quality concerns within the provided datasets that should be resolved prior to commencing any analysis.

Please find the attached screenshot ("PFA") for reference.

The dataset exhibits the following issues:

Missing values are present.

Inconsistencies are noted in the count of customer IDs.

Invalid values are found in the Product ID, DOB, Address, and Default attributes.

Date and numeric columns have incorrect data types.

The dataset includes volatile data and columns lacking labels.

Address details are absent for certain customers.

Mitigation Plan:

Addressing missing values involves replacing them with NA, default values, or using mean/median imputation as per specific requirements.

Utilizing Data enrichment services, missing customer details can be updated.

Handling invalid values is dependent on the context and may involve appropriate data manipulation techniques.

Correcting incorrect data types is crucial and requires converting them to the appropriate data types for accurate analysis.

Excluding volatile data from the analysis is essential to maintain consistency and reliability in the results.

A screenshot of a computer

Description automatically generated

Thanks & Regards,

Gokila Sundaram