Dear Client,

I hope this message finds you well. As we have been working with your data, we have identified some data quality issues that we believe need to be addressed. These issues are impacting the accuracy and reliability of your data and may be hindering your ability to make informed business decisions.

Specifically, we have identified the following data quality issues:

	Transactions	Customer Demographics	Customer address
Completeness	- Online order - Brand - Product line - Product class - Product size - Standard cost	- DOB - Job title - Rank - Tenure	
Consistency	- List price - Standard cost	- Property value - Value - Gender - Own car	States
Accuracy		- DOB - Extra columns	
Uniqueness			

To mitigate these data quality issues, we recommend the following strategies:

- **Completeness**

  Going through this data, we notice that most data problems are caused by missing values all over. For this issue, we recommend establishing data validation checks: Implement

data validation checks to identify missing or inaccurate data values. This will help ensure that the data is complete and accurate.

- o **Consistency**

Consistency is another issue with data that we need to mitigate. For this one, we have to standardise data values across all sources and also establish data governance policies to maintain consistency.

- o **Accuracy**

For accuracy, it was not that much of a problem, but we can make data validation checks for incoming data and also do some regular data checks to identify errors.

We believe that implementing these strategies will help improve the quality of your data and enhance your ability to make informed business decisions. We are happy to work with you to develop a plan to address these data quality issues and implement the recommended strategies.

Please let us know if you have any questions or concerns. We look forward to working with you to improve the quality of your data.

Best regards,

Hamse Mohamed