Dear,

I hope this email finds you well. We have conducted an assessment of the datasets you provided, including the Customer Demographic, Customer Addresses, and Transaction data in the past three months. Through this evaluation, we have identified several data quality issues that need to be addressed to ensure accurate and reliable analysis for optimizing your marketing strategy. Please find below a summary of the data quality issues and our recommendations to mitigate them:

Completeness:

In the Customer Demographic dataset, there are missing values in fields such as last name and job title. DOB data shows a person born in 1843.Default cell Cell filled with wrong data.

In the New Customer dataset, We have discovered blanks on last names and job titles.

In the transaction dataset, We have discovered blanks in transaction date, online orders, brand, product line, product class, standard cost, product first sold date.

Recommendation: We suggest conducting a thorough data validation process to identify and fill in missing values. This can be achieved through various methods, including data imputation techniques or reaching out to customers for updated information.

Consistency:

In the Customer Demographic dataset, the gender field exhibits inconsistencies with variations such as "Male," "M," Femal,’’ F, “Female” and “U."

Recommendation: It is crucial to establish standardized formats and conventions for data fields. We recommend using a controlled vocabulary for categorical variables like gender to ensure consistency. Implementing data validation rules during data entry or applying data cleansing techniques can help achieve this consistency.

We believe that addressing these data quality issues will significantly improve the accuracy and reliability of our analysis. If you have any further questions or require additional information, please don't hesitate to reach out. We are committed to assisting you in optimizing your marketing strategy through effective data analysis.

Thank you for your cooperation.

Kind Regards,

Hemanth kumar