Respected Sir,

Thank you for providing us with the Dataset from Sprocket Central Pty Ltd.

As we have analysed the dataset there were some data quality issues in the data provided the inconsistencies are highlighted in below given points. Also recommendations are provided to overcome the issues which have been occurred.

* We have removed all blank values (null values) in the dataset which later will lead to a biased assumptions in our business decisions.
* We have removed offline orders in our dataset which are not that much of importance.
* We have added new column of Profit to get a clear understanding of the same.

The inconsistent values in gender columns as F, Femal was for Female and M was for Male so we have removed and replaced the same.

* Also added new column of age so to get a clear understanding of the target age group.
* In State column we have replaced NSW with New South Wales and VIC with Victoria.