Summary of findings from data sets received.

No of records

* Customer address: 3999 entries
* Customer demographics: 4000 entries
* New customer list: 1000 entries
* Transactions: 20000 entries

Customer demo observations

* Useless column in default
* No duplicates
* Empty entries in last name column,
* Inconsistent coding in gender column
* Outlier values in DOB
* Blank values in job title
* Incomplete entry (n/a) in industry

Customer address observations

* No blank entries
* No apparent errors
* Missing customer ids

Transaction data observations

* First sold date is formatted as text
* Empty entries in first sold date
* Missing entries in brand
* Missing entries in online order
* Low correlation between standard price and listing price

In conclusion, missing or blank values, inconsistent coding, at least one outlier value in the DOB column of Customer demographics, exist in the given data