**Subject:** Some Data Issues I Noticed & Suggestions

Dear Client,

I have reviewed the transaction dataset and found a few issues that might affect the accuracy of the analysis:

**Things I Noticed:**

1. Missing values in the card\_present\_flag column, merchant\_suburb column and merchant\_state column.
2. There are no specific times of the days, which might make it tricky to group transactions by morning, noon and evening.
3. Some amounts are really high or really low compared to the rest. I’m not sure if they’re errors or just rare cases.

**How This Might Affect the Analysis:**

* If data is missing, the results might not be as accurate.
* No different time formats could make it hard to track patterns over time.
* Outliers could make averages look misleading.

**Some Ideas to Improve This in the Future:**

* Make sure all required fields are filled out before data is recorded.
* Use the same date and time format for every transaction.
* Set reasonable limits for transaction values to catch possible errors.

Looking forward to your feedback.

Sincerely,  
Joy Kiiru.