Dear Client,

First of all, we would like to thank you for giving these datasets and during processing on dataset, we get the following over view

|  |  |  |  |
| --- | --- | --- | --- |
| Transaction dataset | 20002 | 3495 | 27/1/2021 |
| Customer demographic | 4002 | 4002 | 27/1/2021 |
| Customer address | 4001 | 4001 | 27/1/2021 |

Number of records Unique id’s Receiving data

Issues related with datasets

1. Additional customers id's in Transaction datasets, may be there is a problem of data loss.

2. Various columns such as brand purchase have empty values.

3. Inconsistent data type with same attributes.

4. Inconsistant data values with same attribute.

"We are moving forward for further process like data cleaning, standardization etc and it will be great to spend some time with your data."

Regards,

Karan Mehra