

## Data Collection and Preprocessing Phase

Date	20 June 2024
Team ID	739807
Project Title	Customer Acquisition cost estimation using machine Learning.
Maximum Marks	2 Marks

### Data Quality Report:

The Data Quality Report will summarize data quality issues from the selected source, including severity levels and resolution plans. It will aid in systematically identifying and rectifying data discrepancies.

### Data Quality Report:

Data Source	Data Quality Issue	Severity	Resolution Plan
Kaggle Dataset	Missing values in the following columns: 'Breakfast Foods', 'Bread', 'Canned Shrimp', 'Baking Goods', 'Vegetables', 'Frozen Desserts', 'Candy', 'Snack Foods', 'Dairy', 'Starchy Foods', 'Cleaning Supplies', 'Decongestants'	Moderate	Use mean/median imputation.
Kaggle Dataset	Categorical data in the dataset	Moderate	Apply appropriate encoding techniques (e.g., One-Hot Encoding, Label Encoding).