 

Data Collection and Preprocessing Phase

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| Date | 15 July 2024 |
| Team ID | 739965 |
| Project Title | Market Segmentation Analysis |
| Maximum Marks | 2 Marks |

**Data Quality Report Template**

The Data Quality Report Template 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.

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| **Data Source** | **Data Quality Issue** | **Severity** | **Resolution Plan** |
| Market  Segmentation Analysis  Dataset | Yummy,Convenient,Spicy, Fattenig,Greasy,Fast,Cheap, Tasty,Expensive,Healthy,  Disgusting columns having Categorical values | Moderate | Encoding is done to change Categorical data to numerical values |

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|  | Outliers in convenient,spicy, Fattening,Fast,healthy,  Disgusting columns | Moderate | By Interquartile Range(IQR) Outliers are removed |