**KPMG DATA QUALITY ASSESSMENT FOR Sprocket Central Pty Ltd**

Customer Demographic Data Cleaning;

1. The Customer demographic dataset has about 87 customers who do not have date of births and Tenures. Also, Customer id 34 by name Jephthah Bachman has a DOB of 1843-12-21.
2. There are 125 customers without last names.
3. There are 506 customers without Job titles
4. There is an irrelevant column DEFAULT in the customer demographic table
5. Some of the data types are not consistent with values
6. Abbreviations for state VIC not consistent as there are VIC, VICTORIA
7. There is a structural error with the Product First Sold date column as it does not have valid date information in it as it is just an Integer.
8. There are 32 customers in the transaction table and 3 customers in the address table which are not in the main Table(customer demographic) which means that the data does not correspond with each other.

Strategies to Mitigate against Errors in the dataset.

1. Entries into the database should always be double checked.
2. The year of birth for customer id 34 will be changed to 1943.
3. Deleting the default column in the customer demographic table
4. Changing the product first sold date column to product first sold amount since the values in the column are not date data type.
5. Proceeding with analysis for null columns since it does not really impede with the analysis.