Dear Client,

 Thank you for providing us with three datasets from Sprocket Central Pty Ltd. The summary table below highlights key quality issues that we discovered within three datasets.

Summary Table

	Accuracy	Completeness	Consistency	Currency	Relevancy	Validity
Customer Demographic	1) DOB inaccurate 2) Age missing	1) Job titles blank 2) Customer ID incomplete	1) Gender inconsistency		1)Default column: delete	
Customer Address		1)Customer id incomplete	1)States: inconsistency			
Transactions	1)Profit missing	1) Customer ID missing 2)online order: blanks 3)Brands: blanks			1)Cancelled status order: Filter out	1)List Price: Format 2)Product sale date: Format

That summaries all data quality issues discovered through the first stage of data quality analysis.

Here are some recommendations for improving the datasets.

1)Provide Gender consistency.

2)Add extra column with the age of the customers.

3)Take extra cate of all the blanks data in the dataset.

4)Add profit column in the dataset.

This will not only improve the analysis output that one can perform within the company but also increase the level of analysis that can be performed by the KPMG and other hired analysis teams.

Please let me know if you have questions regarding mitigation or any data quality issues identified.

Kind Regards,

Mayank Deopa