Hi there,

According to the task assigned, I reviewed the Sprocket Central Pty dataset in order to ensure that the data quality is standard and conforms to the data quality framework and below are results.

**SPROCKET CENTRAL PTY** **DATA QUALITY ASSESSMENT**

1. **Transactions Table**

This table lacks completeness i.e. column G, H and I all contain null values.

Mitigation; Delete all rows with null values

This table lacks consistency in values, as majority of integer type columns do not have special characters but column L contains a special character before the values.

Mitigation; Remove the special character before column L values.

In the column Online-order, the values should be either true or false for the row to be complete but it appears to be missing of values, which invalidates the row. This column allows only two options TRUE OR FALSE.

Mitigation; Delete rows with missing values.

1. **New customer list Table**

All the quality issues raised in the above table are also present in this table. In addition to that;

This table lacks timeliness as Column E (DOB) contains very old records which lacks relevance to the company.

Validity is also an issue for example column 2(gender) values should be either male or female instead there is a value stated as ‘U’

Mitigation: Delete rows with ‘U’ value.

1. **Customer Demographic Table**

All the quality issues highlighted in the above tables are also present in this one too and the mitigation ways shall follow suite except that column K contains irrelevant data that do not add value to the company.

Mitigation; Delete column K(default)

1. **Customer Demographics Table**

**This table aligns with the data quality framework**

1. **RECOMMENDATIONS**
2. All dates in the dataset should conform to one format
3. Irrevant columns should not be included in tables.
4. Use checkboxes in data entry.