Dear John Doe,

We appreciate your contribution of the three datasets from Sprocket Central Pty Ltd. The summary table provided below outlines the main quality concerns identified within these datasets. If you have any questions or require further clarification regarding the highlighted issues, please let us know.

Summary Table:

Dataset	Accuracy	Completeness	Consistency	Currency	Relevancy	Validity
Customer Demographics	**1.DOB**: Inaccurate	**1.Job title**: Blanks **2.Customer ID**: Incomplete	**1. Gender**: Inconsistency	**1.Deceased Customers**: Filter out	1.**Default Column**: Deleted	
Customer Address		**1.Customer ID**: Incomplete	**1.States**: Inconsistency			
Transactions	**1.Profit**: Missing	**1.Customer ID**: Incomplete **2.Online** Order: Blank **3.Brand**: Blank			**1.Cancelled status order**: Filter out	**1.List Price**: Format **2.Product sold Date**: Format

Below are more details about all quality issues that is identified within these three datasets and method of mitigation used. Recommendation and description have given to avoid further data quality concerns in future. Following recommendation will improve accuracy of data` used to influence business decisions.

Accuracy Issues:

- DOB was inaccurate for "Customer Demographic" and missing a profit column in "Transactions".

  Mitigation: Filter out outliers in "DOB".

  Recommendation: Create an age column allowing for more comprehensive data and easier to check for errors. Create a profit column to check accuracy of column.

Completeness:

- Customer ID was inconsistence in "Customer Demographic", "Customers Address" and "Transactions".
  Mitigation: Filter out all customer id

  Recommendation: Ensure table are up to date. For our model customer id from 1 to 3500 will be used as they have complete data.