

Dear John Doe,

Thank you for providing us with the three datasets from Sprocket Central Pty Ltd. The summary table below highlights key quality issues that we discovered within the three data sets. Please let us know if you have any queries surrounding the issues presented.

### **Data quality assessment and 'clean up'**

#### **Key Issues for Data Quality Assessment**

- ❖ Accuracy: Correct Values
- ❖ Completeness: Data Fields with Values
- ❖ Consistency: Values Free from Contradiction
- ❖ Currency: Values up to Date
- ❖ Relevancy: Data items with Value Meta-data
- ❖ Validity: Data Containing Allowable Values

#### **Summary table**

	<b>Accuracy</b>	<b>Completeness</b>	<b>Consistency</b>	<b>Currency</b>	<b>Relevancy</b>	<b>Validity</b>
<b>Customer Demographic</b>	DOB: Inaccurate Age: Inaccurate	Job title: blanks Customer id: incomplete	Gender: inconsistency	Deceased customers : Filler out	Default column: delete	
<b>Customer Address</b>		Customer id: incomplete	States: inconsistency			
<b>Transactions</b>	Profit: missing	Customer id: Incomplete Online Order: blanks Brand: blanks			Cancelled Status order: Filler out	List price: Format Product sold: Format

That summarises all data quality issues discovered through the first stage of the data quality analysis. The mitigation strategies suggested are simple and effective ways of improving data quality for future analysis. They will not only improve the analysis output that one can perform within the company but will increase the level of analysis that can be performed by KPMG and other hired analysis teams.

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

Kind regards,  
Karthik M

