

Transaction Table

transaction_id, product_id and customer_id is of general datatype (change to text datatype) – Consistency

customer_id is incomplete and irrelevant (5034 id will filter out) – Completeness and Currency

transaction date format change (to YYYY – MM – DD format) - Validity

order_online contains blanks records (remove blank records) - Completeness

brand contain blank records (remove those blank records) - Completeness

list_price is in general data type (change to currency datatype) - Validity

product_first_sold_date is in general data type (change to date datatype) - Validity

profit column missing (create one) - Accuracy

order_status (filter out cancelled order) – Relevancy

NewCustomerList Table

past_3_years_bike_related_purchases is in text date type (change to number data type) - Validity

DOB is in text data type (some issue with date as they are not getting sort properly)

(change to date data type similar to what in the CustomerDemographic Table) - Validity

job_title has black records (remove blank records) - Completeness

postcode is in text data type and has an error (remove the error) - Validity

property_valuation is in text data type (change numbers data type) – Validity

creating age column – Accuracy

CustomerDemographic Table

customer_id is of text datatype (joins to Transaction Table and CustomerDemographic Table)

customer_id is incomplete - Completeness

gender has many values (replace them as Male, Female and U) - Consistency

past_3_years_bike_related_purchases is in general format (change to Number format) - Consistency

DOB one redundant record and black records (1843 year record remove and also the nulls) - Accuracy

creating age column - Accuracy

job_title has black records (remove blank records) - Completeness

deceased_indicator (we only want N values) - Currency

default col has wrong data of no use (delete that column) – Relevancy

tenure is in general format (change to Number format) – Consistency

CustomerAddress Table

customer_id is of text datatype (joins to Transaction Table and CustomerDemographic Table)

customer_id is incomplete – Completeness

customer_id and postcode (change to text data type) – Consistency

state col has many values (group them to one value) – Consistency

property_valuation is in text data type (change numbers data type) - Consistency