Hello,

Thank you for entrusting KPMG with Sprocket Central Pty Ltd. After scrutinising and cleaning the three datasets, we have discovered the following data quality issues:

**Transactions Sheet:**

Completeness: Missing data in Customer ID, Online order, Brand, and Product cells.

Validity: Product first sold date and List data entered incorrectly.

**New Customer List Sheet:**

Completeness: Missing data and blanks in Last names and Job titles.

Accuracy: Inaccurate date of birth.

Validity: Past 3 years data stored.

**Customer Demographics:**

Inconsistency: Inconsistent formatting in Gender and Address columns.

Irrelevancy: Default column incomprehensible and not useful.

**Actions Taken:**

**Transactions Sheet:**Incomplete data filtered out.

**New Customer List Sheet:**Inaccurate date of birth filtered out.

**Customer Demographics:**Values in Gender and Address columns formatted consistently.

Default column deleted.

**Recommendations**:

Cross-check the spreadsheet daily to ensure complete data entry.

Create a dropdown list for job titles to ease data entry and reduce human error.

Use an age column instead of a date of birth column to easily identify inaccurate data.

Only store relevant and comprehensive data.

Please let me know if you have any questions.

Sincerely,

Nida Attaraut