**Data Collection and Preprocessing Phase**

| Date | 20 June 2024 |
| --- | --- |
| Team ID | 739954 |
| Project Title | Cereal analysis based on ratings using mechine learning techinques |
| Maximum Marks | 2 Marks |

**Data Quality Report Template**

The Data Quality Report Template will summarize data quality issues from the selected source, including severity levels and resolution plans. It will aid in systematically identifying and rectifying data discrepancies.

| **Data Source** | **Data Quality Issue** | **Severity** | **Resolution Plan** |
| --- | --- | --- | --- |
| Online Cereal Reviews | Inconsistent Ratings   |  | | --- | |  |  |  | | --- | |  | | |  | | --- | |  |  |  | | --- | | High | | Standardize rating scale, remove outliers, and average multiple ratings. |
| Consumer Surveys | Incomplete Responses | Medium | Implement mandatory fields for key questions and follow up with incomplete responses. |