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**Ref: Data quality Issues and Strategies**

There were some issues that I identified in the dataset you provided.

They include Incompleteness, Validity and Accuracy.

In Transactions dataset, there were missing values and I filled with most appropriate values like 0 for numeric and missing for strings.

In NewcustomerList missing values were filling with “missing”.

In CustomerDemographic missing values in the dataset were filled with mean-value, dropped the default column since it didn’t seem to be of very much factor.

Also dropped Invalid value like that which had DOB of 1843-12-21.

In the entire dataset the consistency of the values was good.

Warm regards,

Benson Nyota