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## Task 1:DATA QUALITY ASSESSMENT

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Draft

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Dear Client ,

We have found that your data has many quality issues and we described in detail :

### Transactions Sheet :

**1.Missing Values (Incompleteness):** online\_order, brand, product\_line, product\_class, product\_size, standard\_cost, product\_first\_sold\_date

**2.Incorrect value(Data Invalidity):** Product\_ID Column (Value has Zeros) , Product\_first\_sold\_date Column (Not in Date format)

### NewCustomerList Sheet :

**1.Missing Values (Incompleteness):** Last\_name, job\_title, DOB

**2.Data Invalidity:** Currency Column type not mentioned properly .

**3.Data Inaccuracy :** Gender Column (Incomplete values and **Duplicate values** ),Job Industry has **n/a** values

### CustomerDemographic Sheet :

**1.Missing Values (Incompleteness):** Last\_name, job\_title, DOB, Tenure.

**2.Irrelevant values :** Default Column is Irrelevant to the context and not understandable.

**3.Data Inaccuracy :** Gender Column ( Incomplete values and **Duplicate values** ),Job Industry Column has **n/a** values

### CustomerAddress Sheet :

**1.Duplicate values :** State Column has Duplicate values.

Regards ,

KPMG\_Team

(JAIGANESAN N)