

Hello,

Below I highlighted the key quality issues in the summary table of the three datasets from Sprocket Central Pty Ltd. that i am discovered during analysis.

Summary Table

	Accuracy	Completeness	Consistency	Currency	Relevancy	Validity
Customer Demographics	DOB : Inaccurate AGE : Missing	Customer id: Incomplete Job title : Blank	Gender: Inconsistency	Deceased customer : filter out	Default column: Delete	
Customer Address		Customer id: Incomplete	States : Inconsistency			
Transactions	Profit: Missing	Customer id: Incomplete Online order : Blank Brand : Blank			Cancelled status order : filter out	List price : Format Product sold date : format

- Below are more in-depth description of data quality issues discovered.

1. Accuracy issue :-

- DOB was inaccurate for “customer demographic”, missing an age column, missing an profit column for “Transaction”

2. Completeness issue :-

- Additional customer_ids were in consisting among “Customer demographic”, “customer address” and “Transaction”.
- Blank in “job_title” for “customer demographic”, in online_order and brand column for “Transactions”.

3. Consistency issue :-

- Inconsistency in gender for “customer demographic” and customer address”.

4. Currency issue :-

- People that are 'Y' in deceased_indicator are not current customer for "customer demographic"

5. Relevancy issue :-

- Lack of Relevancy or comprehensibility in default_column for "customer demographic" and order_status for "Transaction".

6. Validity issue :-

- Format of list_price, product_sale_date for "Transaction".

The summarizes of all data quality discovered through the first stage of data quality analysis. The mitigation strategies are simple and effective ways of improving data quality for future analysis.

They will not only improve the analysis output that one can perform within the company but will increase the level of analysis that can performed by KPMG and other hired analysis team.

Please let me know if any questions regarding any data quality issue identified.

Thanks and Regards

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