**Data Quality Check:**

**Transactions data:**

* There are a small proportion of missing values in the columns such as `online\_order`, `brand`, `product\_line` etc.
* There are maximum missing values for `medium` product size and product class for `online\_order` column. We are assuming it might be due to some mechanical or human error. Look deeper into these `medium` sized online orders, to see for a solution.
* There are missing values in `brand` column correspondingly has missing values in `product\_line`, `product\_class`, `product\_size`, `standard\_cost` and `product\_first\_sold\_date` columns. These all records have same `product\_id`, i.e., `0`. It is suggested to look more into why products belonging to this product ID has missing values and solve this.

**New Customer List data:**

* `job\_industry\_category` column has maximum number of missing values followed by `job\_title`, `last\_name` and `DOB` columns.
* Ask `last\_names` of customers with missing last names and get rid of missing values in this column, similar is true for `job\_title` and `job\_industry` column.
* Contact customers with `U` (Unidentified) gender and ask for their `DOB` details as they are ones leading to missing values in `DOB` column.
* There are columns with names and values which indicate some quantity but have not been named appropriately. These columns are `Unnamed: 16`, `Unnamed: 17`, `Unnamed: 18`, `Unnamed: 19`, `Unnamed: 20`, `Rank` and `Value`.
* `Unnamed: 20` and `Rank` column are indicating to same value.
* Unit of measurement (million, billion dollars etc) have not been specified in `property\_valuation` column.

**Customer Demographics data:**

* Missing values in `job\_industry\_category`, `job\_title`, `default`, `last\_name`, `DOB` and `tenure` columns. Fill the missing values of `last\_name`, `job\_title` and `job\_industry\_category` by contacting customers with this missing information.
* Drop `default` column as it has values which make no sense or add any value to our data.
* All the customers with missing `DOB` and `tenure` values are from `U` (Unidentified) gender for some reason, it is suggested to contact these customers for their birth date information.
* Smallest `DOB` value does not make sense as the age of the customer is 180 years according to it. So, DOB of this customer needs to reconfirm.
* Mention the unit of `tenure` column and specify whether it is year or month.

**Customer Address data:**

* Only suggestion is to mention unit of currency (million, billion or other) of `property\_valuation`.