Data Collection and Preprocessing Phase

Date	20 March 2025
Team ID	LTVIP2025TMID26719
Project Title	Cosmetics Insights : Navigating cosmetic trends and consumer insights with tableau
Maximum Marks	3 Marks

Data Quality Report

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.

This structured approach helps ensure **high-quality data** for **accurate trend analysis and visualization in Tableau**.

Data Source	Data Quality Issue	Severity	Resolution Plan
Consumer Reviews Dataset	Missing product ratings	High	Fill missing values using median or average rating

Sales Data	Duplicate transactions	Moderate	Identify duplicates using transaction IDs and remove them
Social Media Mentions	Inconsistent brand names (e.g., "L'Oreal" vs "Lo-real")	High	Standardize brand names using text pre-processing
Product Catalog	Incorrect pricing format (text instead of numbers)	High	Convert price column to numeric data type
Customer Demographics	Missing age data	Moderate	Use mean imputation or categorize into age groups
Trend Analysis Data	Outdated records affecting insights	Low	Filter and remove data older than a specified period