

Dear Concerned Authority,

We extend our gratitude for choosing KPMG. We acknowledge the receipt of the three datasets you've provided. In the process of understanding and preparing the data, we've conducted an analysis of its quality and identified certain issues that require attention. Consequently, we've compiled a set of recommendations aimed at enhancing the overall data quality.

1. Outliers

We found some outliers in Customer Demographic dataset. Such as the customer ID 34 with the name of Jephthah Bachmann was born in 1843, meaning that he is 175 years old.

Recommendation: Removing the outliers from the dataset for ensuring accurate result.

2. Missing Values

We found missing values for multiple columns in Transaction and Customer Demographic dataset.

Recommendation: The percentage of missing values were not that much. Therefore, removing those values will not affect our final output.

3. Irrelevant data

Customer Demographic has a column 'default'. Also, we found some 'unnamed rows' in the NewCustomerList dataset. We didn't find the significance of these columns.

Recommendation: Removing these columns to ensure cleaned dataset.

4. Duplicate values

In the Customer Address we find that the 'state' column has similar values with different names, such as 'New South Wales' and 'NSW', 'Victoria', and 'VIC'. Also, in Gender column in Customer Demographic the name 'Male' is also presented as 'M' and 'Female' is also presented as 'F'.

Recommendation: By renaming the values the data consistency is ensured.

5. Adding new column based on existing data.

Recommendation: From 'DOB' column we can calculate the age of customers and add that as a new column. This might be an important factor in data analysis part.

Kindly review the aforementioned quality concerns. This will contribute to maintaining a uniform level of quality throughout all the dataset tables. Upon aligning with the provided recommendations, we can proceed with a comprehensive analysis of the data to uncover relevant insights beneficial for the company's objectives.

Regards,

Md. Sakib Bin Alam

Data Analyst, KPMG