**EMAIL TO CLIENT**

Dear Business Partner,

I trust that You are well. We are delighted to work on your project regarding regarding Customer Segmentation and data profiling. It has been an interesting project to work on though we encountered some challenges along the way. We had some missing records which was of a significant number, which was 36% (4,326 records) of all the records. This is a relative number not to include in the analysis.

* We had to replace the missing data with unknown to enable continuation of the analysis on other metrics.
* One of the challenges posed is that, there is no way of verification if the transactions were fully authorized for those customers with missing records. This is quite a huge sum of money to be hanging as it cannot be closed in your accounting books. Being 86% of the total amounts transacted ($1,953,418).
* The missing records could not account for the location of the merchant in terms of the state nor the suburb area.

**Recommendations:**

1. For future analysis, it is recommended that al data should be well captured at the onset when doing the data collection, in order to have proper analysis of all the matrix.
2. Ensure all transaction are well captured and are authorized to avoid any suspicion of fraudulent transactions.
3. Have proper maintain ace of records which captures all required information for the merchant.
4. Have the team do some checks and data cleaning of the existing records, so as not to spend so much time on cleaning and in order to have a proper analysis that captures all customers.