

Dear Sprocket, Central Pty Ltd,

I hope this email finds you well. I am writing to provide you with an important update regarding our data quality assessment results.

First and foremost, I want to express my gratitude for the trust and confidence you have placed in our company. I am excited to share that our team has been diligently working on the said assessment to better meet your evolving needs.

We have come up with various issues in the dataset, after analyzing the dataset based on Data Quality Framework.

In the demographics table:

1. Multiple fields (last name, dob, tenure) have missing values. Hence, the data is incomplete.
2. Gender field has some incorrect values(U). Therefore, some records have invalid gender values.
3. In the default field, there is no formula defined and the values don't have specific data type as well as have random values. The field might be irrelevant.

In the new customer table:

1. Some fields (post code, property value, past 3-year bike related purchase) have wrong data type for the values stored in them.
2. Multiple fields (job title, tenure) have missing values. Hence, the data is incomplete.
3. Some records have incorrect value(n/a) defined in the job category column.
4. There is inconsistency in the rank field as multiple customers share the same rank.

In the transactions table: Multiple fields (order online, product line, product class and product size) have missing values. Hence, the data is incomplete. The standard cost field has missing values for some transactions/purchases.

Data quality plays a crucial role in the accuracy and reliability of data analysis. When data is of poor quality, it can have several adverse effects on the analysis process: Inaccurate insights, biased results, limited scope, reduced reliability, wasted resources, missed opportunities. To mitigate the adverse effects of poor data quality on analysis, it is essential to assess the data quality of the dataset.

Should you have any questions, require further information, or wish to discuss any specific concerns, please do not hesitate to reach out to me directly or contact our dedicated account manager.

Thank you once again for your unwavering support and trust. We truly value our partnership with you and consider it a privilege to serve your organization. We look forward to continuing our successful collaboration and achieving new milestones together.

Warmest Regards,  
Shubham  
KPMG Analytics Team