

Dear client,

First of all, we would like to thank you for giving the dataset and during processing on datasets, we get the following over view from the dataset that you have provided

|                       | No of records | Unique Id's | Receiving date |
|-----------------------|---------------|-------------|----------------|
| Transaction dataset   | 20002         | 3495        | 08/6/2023      |
| Customers demographic | 4002          | 4002        | 08/06/2023     |
| Customer Address      | 4001          | 4001        | 08/06/2023     |

#### Issues related with datasets

1. Additional customer id's in transaction datasets, maybe there is a problem of datasets.
2. Various columns such as brand purchase have empty values.
3. Inconsistent data type with same attributes.
4. Inconsistent data values with same attribute.

\*we are moving forward for further process like data cleaning , standardization etc. and it will be great to spend some time with your data.\*

Regards,

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