To,

Sprocket Central Pty Ltd

Subject - Data Quality issues and strategies to mitigate these issues.

Respected Sir/Madam,

Below are the identified data quality issues and strategies to mitigate these issues.

| **Sheet Name** | **Unique column** | **No. of Rows (Before cleaning)** | **No. of Rows (After cleaning)** |
| --- | --- | --- | --- |
| Transactions | transaction\_id | 20000 | 19946 |
| NewCustomerList | NA (*since it is the target sheet*) | 1000 | 736 |
| CustomerDemographic | customer\_id | 4000 | 2863 |
| CustomerAddress | customer\_id | 4000 | 4000 |

1. **Completeness (Fields with missing values):**

Transactions sheet → *online\_order, brand, product\_line, product\_class, product\_size, standard cost, product first sold date* contain null values.

NewCustomerList → *DOB, job title, job industry* contain null values.

CustomerDemographic → *DOB, job title, job industry* contain null values.

**Mitigate Steps -**

The Data Handling team can try to tally the old data or relevant records to fill some null values.

1. **Relevancy ( Un relevant values)**

NewCustomerList → *gender* ⇒ Deleted value = "U" because don’t know whether it is male or female

CustomerDemographics → *gender* ⇒ Deleted value = "U" because don’t know whether it is male or female, deceased\_indicator ⇒ Deleted value = "Y" because want only alive customers, *default* ⇒ Deleted column since it is not decodable

**Mitigate Steps -**

The Data Handling team should tally the record of "U" in gender to find out the correct values.

1. **Consistency (Up to date values)**

CustomerDemographics → *gender* ⇒ Changed value = "F" to "Female" and "M" to "Male"

CustomerAddress → *state* ⇒ Changed value = "New South Wales" to "NSW", "Victoria" to "VIC"

**Mitigate Steps -**

The Data Handling team should check the latest values used for fields so as to keep up to date database

1. **Accuracy (Values not in the correct format)**

Transactions → *product first sold date* ⇒ Changed data type from number to date

**Mitigate Steps -**

The Data Handling team should Check the data type of columns to mitigate this type of issue.