

Subject: Data Quality Issues in Sprocket Central Pty Ltd Datasets

Dear Associate Director,

I hope you're well. After reviewing the datasets provided by Sprocket Central Pty Ltd, I identified several data quality issues. Below is a summary of the key findings and suggested actions to address them:

Key Findings and Actions:

Customer Demographic:

- Blank cells in Last_name, DOB, Job_title, and Tenure.
Action: Ensure mandatory fields are completed during data entry.
- Inconsistent Gender entries and errors in DOB.
Action: Use dropdown menus or validation rules for input.
- Irrelevant Default column removed.
Action: Review dataset relevance regularly.

Customer Address:

- Format issues with Customer_id and Property_valuation.
Action: Automate formatting checks during data processing.

Transactions:

- Blank cells in product-related fields and duplicates in Customer_id.
Action: Implement checks for missing values and duplicate entries.
- Inconsistent formatting for prices and dates.
Action: Standardize formatting with automation scripts.

New Customer List:

- Missing or incomplete entries in Last_name, Gender, and Job_title.
Action: Use mandatory fields and validate against business rules.
- Dependency on formulas in Age column removed.
Action: Use static values where applicable to reduce errors.

These actions will help ensure the data's accuracy and reliability moving forward. Please let me know if further assistance is required or if additional steps are needed.

I am looking forward to your feedback.

Best regards,

Tolulope Olarewaju