Dear Client,

Thank you for providing us with the three data-sets from Sprocket Central Pty Ltd. The below table show the summary from the three data-sets received from your Company.
Please Update us if there is any data not aligned your Understanding.

Table name	No. of records	Distinct Customer IDs
Customer Address	3999	4003
Transaction Data	2000	2000
Customer Demographic	4000	4000
New Customer List	1000	NA

Notable data quality issues that were get and the methods used to mitigate the identified data inconsistencies are as follows.

1. In **Customer Address** and **Transaction Data** Table we got Missing Customer ID values along with that **New Customer List** Customer ID's missing . We restructured those Values. Please Update us that all customers are from same period.

2. **Numeric values for some fields and strings for others.**
     We removed non-numeric characters from the Data-sets. Having different data types for a given field make it difficult to predict ours results.

3. Some of the Customers have invalid **date of birth** provided. We Removed those Customers for Our Model.

4. Various columns, such as the brand of a **purchase**, or **job title**, have empty values in certain records.

Moving forward, our team will continue with the data cleaning, standardization and Predictive model building process for the purpose of model analysis. Kindly Update us if there is any Change. It's great experience to work with your company Data.

Regards,
Toulik Das