**Subject**: Data Quality Issues.

Dear Sprocket Central Pty Ltd,

I hope this message finds you well.

Following a thorough review of the datasets provided by Sprocket Central Pty Ltd, I wanted to highlight several data quality issues that may impact downstream analysis and reporting. Below is a summary of the key findings:

**Transaction**

1. There is customer\_ID 5034 which is incorrect because in CustomerDemographic the maximum **Customer\_ID** is 4000.
2. There are 360 missing values in the **Online\_order** column
3. 197 missing values across the following fields: **Brand, product\_line, product\_class, Product\_size, Standard\_cost, product\_first\_sold\_date.**

**CustomerDemographic**

1. There are 125 missing values in the **last\_name** column.
2. There are 87 missing values in the **DOB** column.
3. There are 506 missing values in the **Job\_Title** column.
4. There are 656 missing values in the **job\_industry\_category** column.
5. There are 87 missing values in the **tenure** column.
6. The values in the **Default** column are incorrect.
7. There is customer\_ID 34 who was born in 1843 which may be incorrect.
8. Customer\_IDs 753 and 3790 are marked as deceased, which may require exclusion from active campaigns.

**NewCustomerList**

1. Five unnamed columns appear after the **property\_valuation** column and may need renaming or removal.
2. Values in the **Rank** and **Value** column are Incorrect.
3. There are 29 missing values **last\_name**.
4. There are 17 missing values **DOB**.
5. There are 106 missing values **job\_title**.
6. There are 165 missing values **job\_industry\_category**.
7. There are 17 unknown entries in **gender**.

Please let us know if you would like assistance with cleansing or standardizing this data. We would be happy to support further preparation steps to ensure readiness for analysis.

Warm regards.