Hello,

This is Abdul Wahid from Data Analytics team. As per your voice mail, we have reviewed the datasets which were provided by your company. During the data analysis, we have found some errors in the data.

We have made a list of suggestions and recommendations that helps to improve the quality of data.

* Since all the three datasets are relevant to each other , merging all the three datasets will helps in the improvement of analysis of data.
* There are some errors in the DOB column of customers. Some values are missing, and some are wrong. Removing the missing values is the suitable solution for this error.
* Many other columns like Brand name, Job Title, Job Category , Standard Cost have missing or blank values. Since the percentage of missing values are very low, deleting those value wont effect much on the data analysis.
* There are some inconsistent numbers of entries in customer id in Transactions table. Out of 20002 entries of ids, only 4002 ids are the unique ids, and the analysis will take place for only those unique ids.
* In gender attribute, other than Male and Female, there is U gender in the data. We can replace U gender with appropriate gender from their names.

Kind Regards,

Abdul Wahid,

Data Analytics Team