

Hi Manager,

As per the review of the datasets from Sprocket Central Pty Ltd there are some data quality issues highlighted below:

### **Customer Demographic**

- Missing last name of various customers
- Some customer's gender is unknown
- Date of birth is missing for some customers
- Various Job titles are missing
- Two customers have passed Josy (753) & Kurtis (3790)
- Information in default column is not understandable
- Missing information in tenure column is missing
- In demographics sheet few customer's data is missing ID 4001, 4002 & 4003

### **Customer Addresses**

- Missing addresses of various IDs
- Keywords not defined for states (like VIC or Victoria, New South Wales or NSW and QLD). Better to go with abbreviations.
- As the data is of one single country country information would be enough if given in the description

### **Transaction data in the past three months**

- Column name (product\_first\_sold\_date) is without formatting
- Currency unit for list price is missing
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After making some adjustments and receiving the above information data can be analyzed.

Please provide the following information as soon as possible.

Best Regards,  
Wajahat Butt