**CUSTOMER DEMOGRAPHIC**

From no. of blank cells of DOB and Tenure, we infer that both are inter related to each other.

|  |  |
| --- | --- |
| **NO. OF BLANK CELLS** | |
| D.O.B. | 87 |
| Job Title | 240 |
| default | 506 |
| Tenure | 87 |

* DUPLICATE NAMES= 2 (Highlighted with red)
* Job\_indsutry\_category is highlighted with **light orange** to show “n/a”, i.e. = 656

**NEW CUSTOMER LIST**

|  |  |
| --- | --- |
| **No. of Blank Cells** | |
| Job\_title | 106 |
| DOB – Hence their age factor isn’t given so data can’t be analysed | 17 |
| job\_industry(n/a) | 165 |

**TRANSACTIONS**

Brand, product\_line, product\_class, product\_size, standard\_cost, product\_first\_sold\_date similar number of blanks infer that they are correlated to each other.

|  |  |
| --- | --- |
| **No. of blanks** |  |
| online\_order | **360** |
| brand | 197 |
| product\_line | 197 |
| product\_class | 197 |
| product\_size | 197 |
| standard\_cost | 197 |
| product\_first\_sold\_date | 197 |

**Also attaching the excel document for the reference.**