“*Hi there. The client has asked our team to assess the quality of their data; as well as make recommendations on ways to clean the underlying data and mitigate these issues.  Can you please take a look at the datasets and draft an email to them identifying the data quality issues and how this may impact our analysis going forward?* ***Remember to consider the join keys between the tables too.***”

**Standard Data Quality Dimensions:**

Correct Values – Accuracy

Data Fields with Values – Completeness

Values Free from Contradiction – Consistency

Values up to Date – Currency

Data Items with Value Meta-data – Relevancy

Data Containing Allowable Values – Validity

Records that are Duplicated - Uniqueness