Dear Cient,

Thank you for reaching us . We have received the datasets that you have provided from Sprocket Central Pty Ltd. The 3 datasets are:-

* *Customer Demographic*
* *Customer Addresses*
* *Transaction data in the past three months*

Below I have mentioned data quality issues and as well as how to mitigate it:-

**1.Table “customer demographic” has less rows than the other two .**

Metigate:- please ensure that the data in all the 3 tables are of same period. It indicates that data is not sync properly with each other.

**2. Many columns, like brand of a purchase, job title, have empty values in certain records .**

Metigate:- If only few rows are empty , we can remove them directly. Else we have to fill them using some method. One of such methods could be using the mean values of distribution.

**3.Inconsistent values for the same attribute** .(ex:- Victoria, NSW, New south Wales for same state and female,F,femal for a single gender )

Metigate:-Make sure that regular expressions are used OR properly defined variables .

The team will continue to clean the data and we will be in contact with you.

Kind Regards

AK Rai