Dear John Doe,

Thank you for providing us with the three datasets from Sprocket Central Pty Ltd. The below table highlights the summary statistics from the three datasets received. Please let us know if the figures are not aligned with your understanding.

Summary Table

Table name	Accuracy	Completeness	Consistency	Currency	Relevancy	Validity
Customer Demographic	-DOB: inaccurate -Age: missing	-Job title: blanks -Customer id: incomplete	-Gender: inconsistency	- Decreased customers: filter out	-Default column: delete	
Customer Address		-Customer id: incomplete	-States: inconsistency			
Transaction Data	-Profit: missing	-Customer id: incomplete			-Cancelled Status order: filter out	-List price: format -Product sold date: format

Below are more in depth descriptions of data quality issues discovered and methods of mitigation used. Recommendations and explanations have also been included to avoid further data quality issues in the future. Following recommendations will improve accuracy of data used to influence business decisions of Sprocket Central Pty Ltd in the future.

Accuracy Issues

- DOB was inaccurate for "Customer Demographic" and missing an age_column; missing a profit column for "Transaction"

Completeness

- Additional customer_ids were inconsistent among "Customer Demographic", "Customer Address", and "Transactions"

Currency

- People that are 'Y' in deceased_indicatior are not current customers for "Customer Demographic"

Relevancy

- Lack of relevancy or comprehensibility in default_column for "Customer Demographic" and order_status for "Transactions"

Validity

- Format of the list_price,product_sale_date for "Transactions"

That summarises all data quality issues discovered through the first stage of the data quality analysis. This mitigation strategies suggested are simple and effective ways of improving data quality for future

analysis. They will not only improve the analysis output that one can perform within the company but will increase the level of analysis that can be performed by KPMG and other hired analysis teams.

Please let us know if you have questions regarding mitigation or any data quality issues identified.

Kind regards,

Ankit Aggarwal