Dear Client,

Top of the day to you, and thanks for your trust in our team to deliver the best service for your analysis.

After careful study of the data set, I have highlighted some issues that need to be clarified before proceeding with the analysis.

Kindly see below for the issues picked.

|  |
| --- |
| * 1. 87 customers does not have a DOB assigned to them in the customer Demographic worksheet |
| * Jephthah Bachmann is assigned DOB of 1843, which is not realistic in the customer Demographic worksheet |
| * Laraine Medendorp a female was assigned gender F, which is different from others, other female gender was written in full and not abbreviated in the customer Demographic worksheet |
| * 401 customers have no job Title, but they are assigned to an industry in the customer Demographic worksheet |
| * The default column contain some codes which are not cleared for analysis in the customer Demographic worksheet |
| * 87 customers have their Tenure column empty in the customer Demographic worksheet  |  | | --- | | * Customer with ID 3,10,22 and 23 are not have no address assigned to them in the Customer address worksheet | | * Customer with ID 4001,4002 and 4003 have address assigned to them, but are not captured in the customer demography | | * Under the new customer sheet, Column Q, R , S ,T,U have no column description | | * In the new customer sheet, under DOB, multiple date format is used ("-","/"). Also, some customers are not assigned DOB | | * Also, some new customers are assigned an industry but with no job title assigned to them | | * The new customers have no ID assigned to them | |