

Hi Sprocket Central Pty Ltd,

Our team have assessed the dataset provided by you. We need to address several issues regarding the dataset.

First, several fields and data entries in "Transactions", "NewCustomerList", and "CustomerDemographic" are not complete. The missing values could impact the data analysis.

Second, one customer data in "CustomerDemographic" have an invalid date of birth (1843-12-21).

Lastly, "CustomerDemographic" and "CustomerAddress" are not up-to-date with transactions data. We have a number of customers in transaction with no demographic and address data. This could impact the data analysis.

Please check with your database and advise.

Sincerely,
Qi Z.
Forage KPMG Virtual Intern