Dear Sprocket Central Pty Ltd,

Thank you for providing us with the data set. We have done an initial Quality Assessment. While reviewing the data set we came across some data quality issue.

Please check the below for detail analysis and suggestion from our team.

**Customer Demographic**

* The DOB column is not of proper date datatype and some outlier values are there.
* gender column has some spelling mistakes.
* There are missing values in job title, DOB, Default, tenure

**Customer Address**

* In state, abbreviations were not used for some of the fields.

**Transactions**

* Product\_first\_sold\_date, and list\_price   was not in correct datatype.
* There are missing values in product\_line, product\_class, online\_order, product\_first\_sold\_date, standard\_cost fields.

**New Customer List**

* DOB is not of a uniform data type which creates issues while sorting and filtering
* Missing values were found in DOB, job\_title

**Suggestions:**

* There are less than 2% missing values. So it can be deleted as it does not affect the entire dataset.
* Fields that are not of appropriate data types be converted to their respective data type.
* The default field is irrelevant to our analysis. So our team suggest to remove/hide it from the dataset.

Moving forward, our team will start working on data cleaning and data transformation process. Please confirm that our analysis are in line with the Sprocket Central Pty Ltd understanding.

Thanks and Regards,

Arundhati Panigrahi

Data Analyst