**Data Collection and Preprocessing Phase**

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| --- | --- | --- | --- |
| **Data Source** | **Data Quality Issue** | **Severity** | **Resolution Plan** |
| Market  Segmentation  Analysis  Dataset | Yummy,Convenient,Spicy,  Fattenig,Greasy,Fast,Cheap,  Tasty,Expensive,Healthy,  Disgusting columns having  Categorical values | Moderate | Encoding is done to change Categorical data to numerical values |



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| --- | --- |
| Date | 15 July 2024 |
| Team ID | 739834 |
| Project Title | Market Segmentation Analysis |
| Maximum Marks | 2 Marks |

**Data Quality Report Template**

The Data Quality Report Template will summarize data quality issues from the selected source, including severity levels and resolution plans. It will aid in systematically identifying and rectifying data discrepancies.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Outliers in convenient,spicy,  Fattening,Fast,healthy,  Disgusting columns | Moderate | By Interquartile Range(IQR)  Outliers are removed |