Dear Client,

First of all, we would like to thank you for getting the datasets, and during processing on datasets, we got the following over view.

No of Records Unique ID’s Receiving Date

|  |  |  |  |
| --- | --- | --- | --- |
| Transaction Dataset | 20002 | 3495 | 17/07/2020 |
| Customer Demographic | 4002 | 4002 | 17/07/2020 |
| Customer Address | 4001 | 4001 | 17/07/2020 |

**Issues Related to Datasets:**

1. Various Columns have empty value such as Brand purchase Column.
2. There maybe a problem of Data Loss as there are additional Customer Id’s in Transaction dataset.
3. Inconsistent Data type and Data value.

“We are moving forward to next process like Data Cleaning, Standardization etc.”

Regards,

Bhavya Sheth