58.1% of all items in the data set **did not have a valid barcode.**

Because the **barcode is a vital connection** to the **brand data**, this large gap in data will **significantly skew** any **brand analyses** performed.

58.1%
(4,291 items)
NULL Barcode

41.9%
(3,090 items)
Valid Barcode

Number of Receipts

521

521 Receipts had **no NULL barcodes** for items

526

526 Receipts had **all NULL barcodes** for items

Relatively few (72) had a mix of NULL and valid barcodes for items

7   3   11   19   5   7   6   14

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%

% of items per Receipt that have NULL barcodes