SUBJECT: RE: Data Quality Assessment

Hi

Hope you’re doing well.

I think that the points I make below would enable you to consider that there is a serious issue.

Earlier today while I was going through your data, I have come to realise that, there might be a fundamental problem in the accumulation of your data.

* Upon viewing it, in a logical approach, I have come to realise that there might not be a possibility of an 18-year-old, account executive with High Net Worth and there is also another example where-in there is a possibility of existence of a 178-year-old woman which concludes there is an actual problem either in data formulation or data entry. (both are in Customer Demographic sheet)
* There is a *default* column in Customer Demographic sheet which contains some garbage value, removal of these inputs can be removed in order to provide clean data and prevent corruption of data.
* In Customer Address sheet, a pre-defined set of inputs for the name of states in the form of a dropdown box or a button could be established in order to easily sort the bulk-data.

I hope the above stated preliminary findings would be of some help in the phase 2 analysis.

Sincerely yours

Venkata Sai P Bhamidipati