Dear, Sprocket Central Pty Ltd manager,

Hope you are doing good. I would like to Thank You first for giving me the Datasets. During the pre-processing of these datasets, I found some abnormalities which I would like to share with you and it is as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| Dataset Name | Total No Of records found | Count for Unique values | Received Date |
| Customer Demographic | 4002 | 4002 | 26/08/2021 |
| Customer Address | 4001 | 4001 | 26/08/2021 |
| **Transactions data in the past 3 months** | **20002** | **3459** | **26/08/2021** |

**I am noting down the points to look carefully for:**

1. Inconsistent Data Type’s found with the same attributes
2. Inconsistent Data Value’s found with the same attributes
3. Additional Customer ID’s in Transaction Dataset may lead ton data loss
4. Brand purchase and some other column’s contains the null values

I hope to find the solutions for above mentioned points as soon as possible.

We are moving forward with the further process of data cleaning, normalization and standardization. It will be great to spend time with your dataset.

Regards,

Chadwa Khmissi