Dear Sir/Madam,

This message is in response to the SP Rocket Central Pty Ltd Dataset that you shared with our team:

- Transaction Dataset
- Customer Demographic Dataset
- Customer Address Dataset

We have analyzed the quality of the raw data and found some issues which will be highlighted in this report.

Datasets	Total Number of Records	Unique ID Records
Transaction	20,000	19,273
Customer Demographic	4,000	3,413
Customer Address	3,999	3,999

We recommend that these issues be addressed before we continue the further processing of this data.

	Accuracy	Completeness	Consistency	Currency	Relevancy	Validity
Transaction	**Profit:** Missing	**Product ID:** Blanks **Online Order:** Blanks **Brands:** Blanks	**Gender:** Inconsistent		**Cancelled Status:** Filtered Out **Deceased:** Filtered Out	**List Price:** Wrong format **Product first Sold Date:** wrong format
Customer Demographic	**Age:** Missing **DOB:** Inaccurate	**Customer ID:** Blanks **Last Name:** Blanks **Job Title:** Blanks			**Default Columns:** Irrelevant	
Customer Address		**Customer ID:** Blanks	**State:** Inconsistent			

We thus propound the following steps/actions you can take to mitigate such data quality issues in the future:

1. **Accuracy:**
   - **Customer Demographic dataset:** Some cells in the DOB column had inaccurate values, while some cells in the age attribute had missing value.
   - Transaction Dataset: The "Transaction Month" column wasn't created

   Recommendation: Filter out outliers in the DOB column and double-check the age and the profit columns to ensure they are in place and correctly filled. Adding a "Transaction Month" column will be very useful in establishing more insight into the company's transaction(s) per month of the year.

2. **Completeness:**
   - **Customer Demographic dataset:** Some cells in the Customer ID, Last Name, and job title were blank. The Blank cells in the Last Name column can be ignored as their respective first names are duly captured.
   - **Transaction Dataset:** Brands and the Online order columns had blanks

   Recommendation: Double-Check the Online order and the brands' columns to ensure there are no blank cells.

3. **Consistency:**
   - **Customer Demographic dataset:** The Male and Female gender fillings were inconsistent.
   - **Customer Address Dataset:** In the State attribute, Victoria and South New Wales were inconsistent.

   Recommendation: Using Selective options at the data entry level will highly minimize human errors made via manual entry

4. **Relevance:**
   - **Customer Demographic dataset:** The data in the "default column" was irrelevant.
   - **Transaction Dataset:** The data in the order status column was irrelevant.

   Recommendation: Vet and delete all the irrelevant data or columns in your dataset

5. **Validity:**
   - **Transaction dataset:** The List Price column and the Product_first_sold_date columns had Wrong data format.

   Recommendation: Ensure that column values are set to the appropriate data type and format.

Please look into the aforementioned data quality issues, as well as the recommendations. If the suggestions are sanctioned, we can proceed with further analysis of the data.

Regards,

Clem Mordi