**MODULE 1 TASK: E-mail**

Subject: Data Quality Issues in Sprocket Central Pty Ltd Datasets

Dear [Client's Name],

I hope this email finds you in good health. As requested, I have thoroughly reviewed the three datasets provided by Sprocket Central Pty Ltd, and I would like to bring to your attention several data quality issues that require attention. These issues could potentially impact the accuracy and reliability of the data and subsequent analyses. Below, I have outlined the identified data quality issues:

1. Transactions:
   1. Blanks are present.
   2. No Months table is being created.
   3. Profits table is absent.
   4. “product\_first\_sold\_date” contains inappropriate values.
2. NewCustomerList:
   1. In DOB column format is incorrect. It should have been in “Date” format instead of “Text”.
3. Customer Demographics:
   1. In Gender column, some inappropriate data is present.
   2. Age column is absent.
4. CustomerAddress:
   1. State contains some inconvenient values.

I recommend addressing these data quality issues before proceeding with any further data analysis or decision-making based on the datasets. By doing so, we can ensure the accuracy, reliability, and integrity of the data, leading to more robust insights and informed business decisions.

If you require any assistance in resolving these data quality issues or have any additional questions, please feel free to reach out to me. I am here to help.

Thank you for your attention to these matters. I look forward to working with you to improve the data quality and enable valuable analysis.

Best regards,

[Samrat Das]

[Data Analyst, KMPG AU - Forage]

[M-9903774361]