Dear Katheleen,

I hope this email finds you well. I wanted to reach out to discuss an important aspect of our project: data quality. As we delve deeper into the data analysis phase, it has come to our attention that there are several data quality issues that need to be addressed to ensure the accuracy, reliability, and usability of the data.

After conducting a thorough review using the Data Quality Framework Table and considering various criteria and dimensions, we have identified the following data quality issues:

1. Incompleteness:

Some records have missing values for critical fields, which may impact the accuracy of our analyses.

1. Inconsistency:

We have noticed inconsistencies in the format and units of certain variables, leading to discrepancies in the data.

1. Accuracy:

Certain data points appear to be outdated or incorrect, potentially affecting the validity of our findings.

1. Duplicate Entries:

We have encountered duplicate entries in the dataset, which may distort the results and analyses.

1. Data Integrity:

There are indications of data entry errors, such as typos and inconsistencies, raising concerns about the overall integrity of the dataset.

To address these data quality issues and ensure the robustness of our analyses, we propose implementing the following mitigation strategies:

**Data Cleansing and Imputation:**

We will perform data cleansing to address missing values, leveraging appropriate imputation techniques to fill in the gaps while maintaining data integrity.

Standardization and Normalization:

We will standardize formats and units for relevant variables to eliminate inconsistencies and ensure uniformity across the dataset.

1. Source Validation:

To improve accuracy, we will cross-reference the data with authoritative sources to verify and validate the information.

1. De-duplication:

By identifying and removing duplicate entries, we will enhance the accuracy of our analysis and avoid redundancy.

1. Data Validation Checks:

Implementing data validation checks during data entry and processing will help identify and rectify errors at an early stage.

We understand the significance of reliable data in making well-informed business decisions, and our team is committed to resolving these data quality issues promptly. Our goal is to provide you with accurate and actionable insights that will drive the success of our project.

We would appreciate your collaboration in this process, as some data quality issues may require input from subject matter experts within your organization. Additionally, please feel free to share any specific concerns or requirements you may have regarding data quality.

Rest assured that we are dedicated to delivering the highest quality outcomes for our project. We look forward to discussing these data quality matters further and working together to implement the proposed strategies.

Thank you for your attention to this critical aspect of our project. If you have any questions or require additional information, please do not hesitate to reach out.

Best regards,

Dipika Somvanshi

KPMG

Data Quality Analyst

(Virtual Intern)