Dear Client,

Thanks for providing the dataset, on processing the following dataset I got the following overview :

No. Of Records Unique Id’s Receiving date

|  |  |  |  |
| --- | --- | --- | --- |
| Transaction dataset | 20002 | 3495 | 1/8/2020 |
| Customers Demographic | 4002 | 4002 | 1/8/2020 |
| Customers Address | 4001 | 4001 | 1/8/2020 |

**Issues related with datasets :**

1. Various columns such as Brand Purchase have empty values.
2. Inconsistent data type with same attributes.
3. Inconsistent data values with same attributes.
4. Additional customers id’s in Transaction dataset, there might be a problem of data loss.

“We are moving forward for further process like Data cleaning, standardization etc and it will be great to spend some time with your data.”

Regards,

Rahul Agarwal