To: Sprocket Central Pty Ltd.

Subject: Data Quality Assessment

The datasets given for analysis contains five (5) tables in no particular order namely;

1. New Customer List
2. Customer Demographic
3. Transactions
4. Customer Address
5. Title Sheet

The data quality issues observed are as summarized below;

Transactions Table

|  |  |
| --- | --- |
| **Column Name** | **Data quality Assessment** |
| Brand | 6 empty cells |
| Product line | 6 empty cells |
| Product class | 6 empty cells |
| Standard Cost | 6 empty cells |
| Product first sold date | 6 empty cells  The dates are not displayed in a proper date format |
| Online order | 17 empty cells |
| Product Size | 6 empty cells |

Customer Demographic Table

|  |  |
| --- | --- |
| **Column Name** | **Data quality Assessment** |
| Last Name | 30 empty cells |
| Gender | No definite order  F = 1, Femal = 1, Female = 2037,  M = 1, Male = 1872, U = 88 |
| DOB | 23 empty cells  A cell contains 1843-12-21 (that about 178 years as age) |
| Job title | 119 empty cells |
| Tenure | 25 empty cells |
| Default | Filled with errors |

New Customer List Table

|  |  |
| --- | --- |
| **Column Name** | **Data quality Assessment** |
| Gender | Unknown vale (U) |
| DOB | 17 empty cells |
| Job title | 106 null, 1 empty |
| Job Industry | 106 n/a |
| Last name | 6 empty cells |