

Dear Sir,

Kindly find in the list below some key issues we identified concerning your data:

Customer Demographic Table:

Completeness

- Last name column is 97% complete
- DOB is 98% complete
- Job title is 88% complete
- Tenure is 98% complete

Accuracy

- The DOB column has a value that is incorrect, Jephthah Bachmann years add up to 175 which is out of range

Consistency

- Gender column is inconsistency, we expect Male and Female only, but some data are F, U etc
- Gender column is 96% consistency

Validity

- Last name column has 97% validity
- DOB is 98% valid
- Job title is 88% valid
- Tenure is 98% valid
- Default column is invalid and therefore irrelevant

Uniqueness

- No duplicates

Relevancy

- Column 14 to 26 is irrelevant to the data
- Default column is invalid and therefore irrelevant

Transactions Table:

Completeness

- Most columns have several blanks

Validity

- product_first_sold_date column is in the wrong format
- List price column should be a currency table

Customer address Table:

Completeness

- Some columns have several blanks

Accuracy

- The DOB column has a value that is incorrect, Jephthah Bachmann years add up to 175 which is out of range

Consistency

- State column is inconsistency, VIC and Victoria are same thing so also NSW and New South Wales

Customer address Table:

Completeness

- Some columns have several blanks

What we can do to help you clean up your data and bring it to a quality standard:

- We will remove the blanks so we can provide optimum report based on available data
- We will remove unwanted columns and invalid columns to reduce the size of model, maintain relevancy and for better analysis on the data
- Data that not consistent can be replace with proper value so all data can conform to the same standard
- Some data were found in the wrong format and data types, this we can handle properly with our extensive tools
- Inaccurate data will be removed

What you can do for us:

- You can provide us with the rest of the missing data if available
- You can inform us about the inaccurate data we found especially of Jephthah Bachmann DOB

Thank you, we look to hear back from you soon.

Sincerely,

Analyst