Dear Client,

We extend our gratitude for sharing the dataset with us. Upon processing the dataset, we have compiled the subsequent summary:

|  |  |  |  |
| --- | --- | --- | --- |
|  | No of Record | Unique Ids | Receiving Date |
| Transaction Dataset | 20002 | 3495 | 08/15/2023 |
| Customer Demographics | 4002 | 4002 | 08/15/2023 |
| Customer Address | 4001 | 4001 | 08/15/2023 |

Upon further scrutiny, we have identified certain issues within the datasets:

1. Potential Data Loss: The presence of additional Customer IDs in the transaction datasets could potentially result in data loss during the cleaning process.
2. Empty Values / Missing Values: Several columns, including "brand purchase," contain empty values.
3. Inconsistent Data Types: Inconsistencies in data types have been noted for attributes with identical meanings.
4. Inconsistent Data Values: Instances of incongruent data values have been observed within attributes of the exact nature.

We are currently engaged in data cleaning, as well as data standardization procedures, to address the concerns. The opportunity to collaborate with your data is sincerely appreciated.

Best Regards,

Manisha Kaila