KPMG VIRTUAL INTERNSHIP PROJECT

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TASK: 1 - Data Quality Assessment

Assessment of data quality and completeness in preparation for analysis.

The client provided KPMG with 3 datasets:

1.Customer Demographic

2.Customer Addresses

3.Transactions data in the past 3 months

In [14]:
```
# Importing the required libraries
import pandas as pd
```

Reading the data

In [113]:
```
data = pd.ExcelFile("KPMG1.xlsx")
```

Reading each file separately

In [114]:
```
Transactions = pd.read_excel(data, 'Transactions')
NewCustomerList = pd.read_excel(data, 'NewCustomerList')
CustomerDemographic = pd.read_excel(data, 'CustomerDemographic')
CustomerAddress = pd.read_excel(data, 'CustomerAddress')
```

Exploring Transactions Data Set

In [115]:
```
Transactions.head(5)
```

Out[115]:

	transaction_id	product_id	customer_id	transaction_date	online_order	order_status	brand
0	1	2	2950	2017-02-25	0.0	Approved	Solex
1	2	3	3120	2017-05-21	1.0	Approved	Trek Bicycles
2	3	37	402	2017-10-16	0.0	Approved	OHM Cycles
3	4	88	3135	2017-08-31	0.0	Approved	Norco Bicycles
4	5	78	787	2017-10-01	1.0	Approved	Giant Bicycles

5 rows × 26 columns

In [116]:
```
Transactions.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 20000 entries, 0 to 19999
Data columns (total 26 columns):
 #   Column                  Non-Null Count  Dtype         
---  ------                  --------------  -----         
 0   transaction_id          20000 non-null  int64         
 1   product_id              20000 non-null  int64         
 2   customer_id             20000 non-null  int64         
 3   transaction_date        20000 non-null  datetime64[ns]
 4   online_order            19640 non-null  float64       
 5   order_status            20000 non-null  object        
 6   brand                   19803 non-null  object        
 7   product_line            19803 non-null  object        
 8   product_class           19803 non-null  object        
 9   product_size            19803 non-null  object        
 10  list_price              20000 non-null  float64       
 11  standard_cost           19803 non-null  float64       
 12  product_first_sold_date  19803 non-null  float64       
 13  Unnamed: 13             0 non-null      float64       
 14  Unnamed: 14             0 non-null      float64       
 15  Unnamed: 15             0 non-null      float64       
 16  Unnamed: 16             0 non-null      float64       
 17  Unnamed: 17             0 non-null      float64       
 18  Unnamed: 18             0 non-null      float64       
 19  Unnamed: 19             0 non-null      float64       
 20  Unnamed: 20             0 non-null      float64       
 21  Unnamed: 21             0 non-null      float64       
 22  Unnamed: 22             0 non-null      float64       
 23  Unnamed: 23             0 non-null      float64       
 24  Unnamed: 24             0 non-null      float64       
 25  Unnamed: 25             0 non-null      float64       
dtypes: datetime64[ns](1), float64(17), int64(3), object(5)
memory usage: 4.0+ MB
```

In [119]:
```
#Using only the required columns
Transactions = Transactions.iloc[:, 0:13]
Transactions.head()
```

Out[119]:

	transaction_id	product_id	customer_id	transaction_date	online_order	order_status	brand
0	1	2	2950	2017-02-25	0.0	Approved	Solex
1	2	3	3120	2017-05-21	1.0	Approved	Trek Bicycles
2	3	37	402	2017-10-16	0.0	Approved	OHM Cycles
3	4	88	3135	2017-08-31	0.0	Approved	Norco Bicycles
4	5	78	787	2017-10-01	1.0	Approved	Giant Bicycles

In [118]:
```
Transactions.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 20000 entries, 0 to 19999
Data columns (total 13 columns):
 #   Column                  Non-Null Count  Dtype         
---  ------                  --------------  -----         
 0   transaction_id          20000 non-null  int64         
 1   product_id              20000 non-null  int64         
 2   customer_id             20000 non-null  int64         
 3   transaction_date        20000 non-null  datetime64[ns]
 4   online_order            19640 non-null  float64       
 5   order_status            20000 non-null  object        
 6   brand                   19803 non-null  object        
 7   product_line            19803 non-null  object        
 8   product_class           19803 non-null  object        
 9   product_size            19803 non-null  object        
 10  list_price              20000 non-null  float64       
 11  standard_cost           19803 non-null  float64       
 12  product_first_sold_date  19803 non-null  float64       
dtypes: datetime64[ns](1), float64(4), int64(3), object(5)
memory usage: 2.0+ MB
```

In [121]:
```
#Checking the shape of the data
Transactions.shape
```

Out[121]: (20000, 13)

In [122]:
```
#Checking for null values
Transactions.isnull().sum()
```

Out[122]:
```
transaction_id               0
product_id                   0
customer_id                  0
transaction_date             0
online_order               360
order_status                 0
brand                      197
product_line               197
product_class              197
product_size               197
list_price                   0
standard_cost              197
product_first_sold_date    197
dtype: int64
```

There are missing values in 7 columns. They can be dropped or treated according to the nature of analysis

In [39]:
```
#Checking for duplicate values
Transactions.duplicated().sum()
```

Out[39]:
```
0
```

There are no duplicate values, so the data is unique.

In [123]:
```
#check for uniqueness of each column
Transactions.nunique()
```

Out[123]:
```
transaction_id             20000
product_id                   101
customer_id                 3494
transaction_date             364
online_order                   2
order_status                   2
brand                          6
product_line                   4
product_class                  3
product_size                   3
list_price                   296
standard_cost                103
product_first_sold_date      100
dtype: int64
```

Exploring the columns

In [32]:
```
Transactions.columns
```

Out[32]:
```
Index(['transaction_id', 'product_id', 'customer_id', 'transaction_dat
e',
       'online_order', 'order_status', 'brand', 'product_line',
       'product_class', 'product_size', 'list_price', 'standard_cost',
       'product_first_sold_date'],
      dtype='object')
```

In [34]:
```
Transactions['order_status'].value_counts()
```

Out[34]:
```
Approved     19821
Cancelled      179
Name: order_status, dtype: int64
```

In [35]:
```
Transactions['brand'].value_counts()
```

Out[35]:
```
Solex              4253
Giant Bicycles     3312
WeareA2B           3295
OHM Cycles         3043
Trek Bicycles      2990
Norco Bicycles     2910
Name: brand, dtype: int64
```

In [37]:
```
Transactions['product_line'].value_counts()
```

Out[37]:
```
Standard    14176
Road         3970
Touring      1234
Mountain      423
Name: product_line, dtype: int64
```

In [38]:
```
Transactions['product_class'].value_counts()
```

Out[38]:
```
medium    13826
high       3013
low        2964
Name: product_class, dtype: int64
```

In [36]:
```
Transactions['product_size'].value_counts()
```

Out[36]:
```
medium    12990
large      3976
small      2837
Name: product_size, dtype: int64
```

In [43]:
```
Transactions['product_first_sold_date']
```

Out[43]:
```
0        41245.0
1        41701.0
2        36361.0
3        36145.0
4        42226.0
          ...
19995    37823.0
19996    35560.0
19997    40410.0
19998    38216.0
19999    36334.0
Name: product_first_sold_date, Length: 20000, dtype: float64
```

In [125]:
```
#convert date column from integer to datetime
Transactions['product_first_sold_date'] = pd.to_datetime(Transactions['p
roduct_first_sold_date'], unit='s')
Transactions['product_first_sold_date'].head()
```

Out[125]:
```
0   1970-01-01 11:27:25
1   1970-01-01 11:35:01
2   1970-01-01 10:06:01
3   1970-01-01 10:02:25
4   1970-01-01 11:43:46
Name: product_first_sold_date, dtype: datetime64[ns]
```

In [126]:
```
Transactions['product_first_sold_date'].head(20)
```

Out[126]:
```
0    1970-01-01 11:27:25
1    1970-01-01 11:35:01
2    1970-01-01 10:06:01
3    1970-01-01 10:02:25
4    1970-01-01 11:43:46
5    1970-01-01 10:50:31
6    1970-01-01 09:29:25
7    1970-01-01 11:05:15
8    1970-01-01 09:17:35
9    1970-01-01 10:36:56
10   1970-01-01 11:19:44
11   1970-01-01 11:42:52
12   1970-01-01 09:35:27
13   1970-01-01 09:36:26
14   1970-01-01 10:36:33
15   1970-01-01 10:31:13
16   1970-01-01 10:36:46
17   1970-01-01 09:24:48
18   1970-01-01 11:05:15
19   1970-01-01 10:22:17
Name: product_first_sold_date, dtype: datetime64[ns]
```

The values in the product_first_sold_date columns are not correct as it shows everything happening the same day at different times.

Exploring New Customer List Data Set

In [47]:
```
NewCustomerList.head(5)
```

Out[47]:

	first_name	last_name	gender	past_3_years_bike_related_purchases	DOB	job_title	job
0	Chickie	Brister	Male	86	1957-07-12	General Manager	
1	Morly	Genery	Male	69	1970-03-22	Structural Engineer	
2	Ardelis	Forrester	Female	10	1974-08-28	Senior Cost Accountant	
3	Lucine	Stutt	Female	64	1979-01-28	Account Representative III	
4	Melinda	Hadlee	Female	34	1965-09-21	Financial Analyst	

5 rows × 23 columns

In [48]:
```
NewCustomerList.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 1000 entries, 0 to 999
Data columns (total 23 columns):
 #   Column                               Non-Null Count  Dtype
---  ------                               --------------  -----
 0   first_name                           1000 non-null   object
 1   last_name                            971 non-null    object
 2   gender                               1000 non-null   object
 3   past_3_years_bike_related_purchases  1000 non-null   int64
 4   DOB                                  983 non-null    datetime64[n
s]
 5   job_title                            894 non-null    object
 6   job_industry_category                835 non-null    object
 7   wealth_segment                       1000 non-null   object
 8   deceased_indicator                   1000 non-null   object
 9   owns_car                             1000 non-null   object
 10  tenure                               1000 non-null   int64
 11  address                              1000 non-null   object
 12  postcode                             1000 non-null   int64
 13  state                                1000 non-null   object
 14  country                              1000 non-null   object
 15  property_valuation                   1000 non-null   int64
 16  Unnamed: 16                          1000 non-null   float64
 17  Unnamed: 17                          1000 non-null   float64
 18  Unnamed: 18                          1000 non-null   float64
 19  Unnamed: 19                          1000 non-null   float64
 20  Unnamed: 20                          1000 non-null   int64
 21  Rank                                 1000 non-null   int64
 22  Value                                1000 non-null   float64
dtypes: datetime64[ns](1), float64(5), int64(6), object(11)
memory usage: 179.8+ KB
```

In [127]:
```
#Dropping the unnamed columns
NewCustomerList.drop(['Unnamed: 16', 'Unnamed: 17', 'Unnamed: 18',
       'Unnamed: 19', 'Unnamed: 20'], axis=1, inplace=True)
```

In [128]:
```
#Checking the shape of the dataset
NewCustomerList.shape
```

Out[128]: (1000, 18)

In [60]:
```
#Checking for null values
NewCustomerList.isnull().sum()
```

Out[60]:
```
first_name                             0
last_name                             29
gender                                 0
past_3_years_bike_related_purchases    0
DOB                                   17
job_title                            106
job_industry_category                165
wealth_segment                         0
deceased_indicator                     0
owns_car                               0
tenure                                 0
address                                0
postcode                               0
state                                  0
country                                0
property_valuation                     0
Rank                                   0
Value                                  0
dtype: int64
```

There are missing values in 4 columns. They can be dropped or treated according to the nature of analysis

In [61]:
```
#Checking for duplicate values
NewCustomerList.duplicated().sum()
```

Out[61]:
```
0
```

There are no duplicate values.

In [58]:
```
#Checking for uniquess of each column
NewCustomerList.nunique()
```

Out[58]:
```
first_name                             940
last_name                              961
gender                                   3
past_3_years_bike_related_purchases    100
DOB                                    958
job_title                              184
job_industry_category                    9
wealth_segment                           3
deceased_indicator                       1
owns_car                                 2
tenure                                  23
address                               1000
postcode                               522
state                                    3
country                                  1
property_valuation                      12
Rank                                   324
Value                                  324
dtype: int64
```

Exploring the columns

In [62]:
```
NewCustomerList.columns
```

Out[62]:
```
Index(['first_name', 'last_name', 'gender',
       'past_3_years_bike_related_purchases', 'DOB', 'job_title',
       'job_industry_category', 'wealth_segment', 'deceased_indicator',
       'owns_car', 'tenure', 'address', 'postcode', 'state', 'country',
       'property_valuation', 'Rank', 'Value'],
      dtype='object')
```

In [63]:
```
NewCustomerList['gender'].value_counts()
```

Out[63]:
```
Female    513
Male      470
U          17
Name: gender, dtype: int64
```

In [66]:
```
NewCustomerList[NewCustomerList.gender == "U"]
```

Out[66]:

	first_name	last_name	gender	past_3_years_bike_related_purchases	DOB	job_title	jo
59	Normy	Goodinge	U	5	NaT	Associate Professor	
226	Hatti	Carletti	U	35	NaT	Legal Assistant	
324	Rozamond	Turtle	U	69	NaT	Legal Assistant	
358	Tamas	Swatman	U	65	NaT	Assistant Media Planner	
360	Tracy	Andrejevic	U	71	NaT	Programmer II	
374	Agneta	McAmish	U	66	NaT	Structural Analysis Engineer	
434	Gregg	Aimeric	U	52	NaT	Internal Auditor	
439	Johna	Bunker	U	93	NaT	Tax Accountant	
574	Harlene	Nono	U	69	NaT	Human Resources Manager	
598	Gerianne	Kaysor	U	15	NaT	Project Manager	
664	Chicky	Sinclar	U	43	NaT	Operator	
751	Adriana	Saundercock	U	20	NaT	Nurse	
775	Dmitri	Viant	U	62	NaT	Paralegal	
835	Porty	Hansed	U	88	NaT	General Manager	
883	Shara	Bramhill	U	24	NaT	NaN	
904	Roth	Crum	U	0	NaT	Legal Assistant	
984	Pauline	Dallosso	U	82	NaT	Desktop Support Technician	

There are 17 columns with unknown/unspecified gender.

In [67]:
```
NewCustomerList['DOB'].value_counts()
```

Out[67]:
```
1993-11-02    2
1994-04-15    2
1963-08-25    2
1995-08-13    2
1987-01-15    2
             ..
1958-05-14    1
1977-12-08    1
1993-12-19    1
1954-10-06    1
1995-10-19    1
Name: DOB, Length: 958, dtype: int64
```

In [68]:
```
NewCustomerList['job_industry_category'].value_counts()
```

Out[68]:
```
Financial Services    203
Manufacturing         199
Health                152
Retail                 78
Property               64
IT                     51
Entertainment          37
Argiculture            26
Telecommunications     25
Name: job_industry_category, dtype: int64
```

In [69]:
```
NewCustomerList['wealth_segment'].value_counts()
```

Out[69]:
```
Mass Customer        508
High Net Worth       251
Affluent Customer    241
Name: wealth_segment, dtype: int64
```

In [70]:
```
NewCustomerList['state'].value_counts()
```

Out[70]:
```
NSW    506
VIC    266
QLD    228
Name: state, dtype: int64
```

In [71]:
```
NewCustomerList['owns_car'].value_counts()
```

Out[71]:
```
No     507
Yes    493
Name: owns_car, dtype: int64
```

In [72]:
```
NewCustomerList['deceased_indicator'].value_counts()
```

Out[72]:
```
N    1000
Name: deceased_indicator, dtype: int64
```

Exploring Customer Demographic Data Set

In [73]:
```
CustomerDemographic.head()
```

Out[73]:

	customer_id	first_name	last_name	gender	past_3_years_bike_related_purchases	DOB	
0	1	Laraine	Medendorp	F	93	1953-10-12	
1	2	Eli	Bockman	Male	81	1980-12-16	Adm
2	3	Arlin	Dearle	Male	61	1954-01-20	I
3	4	Talbot	NaN	Male	33	1961-10-03	
4	5	Sheila-kathryn	Calton	Female	56	1977-05-13	Ser

In [74]:
```
CustomerDemographic.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 4000 entries, 0 to 3999
Data columns (total 13 columns):
 #   Column                               Non-Null Count  Dtype
---  ------                               --------------  -----
 0   customer_id                          4000 non-null   int64
 1   first_name                           4000 non-null   object
 2   last_name                            3875 non-null   object
 3   gender                               4000 non-null   object
 4   past_3_years_bike_related_purchases  4000 non-null   int64
 5   DOB                                  3913 non-null   datetime64[n
s]
 6   job_title                            3494 non-null   object
 7   job_industry_category                3344 non-null   object
 8   wealth_segment                       4000 non-null   object
 9   deceased_indicator                   4000 non-null   object
 10  default                              3698 non-null   object
 11  owns_car                             4000 non-null   object
 12  tenure                               3913 non-null   float64
dtypes: datetime64[ns](1), float64(1), int64(2), object(9)
memory usage: 406.4+ KB
```

In [129]:
```
#Checking for null values
CustomerDemographic.isnull().sum()
```

Out[129]:
```
customer_id                            0
first_name                             0
last_name                            125
gender                                 0
past_3_years_bike_related_purchases    0
DOB                                   87
job_title                            506
job_industry_category                656
wealth_segment                         0
deceased_indicator                     0
default                              302
owns_car                               0
tenure                                87
dtype: int64
```

There are missing values in 5 columns. They can be dropped or treated according to the nature of analysis

In [79]:
```
#Checking for duplicate data
CustomerDemographic.duplicated().sum()
```

Out[79]:
```
0
```

There are no duplicate values.

In [78]:
```
#Checking for uniqueness of each column
CustomerDemographic.nunique()
```

Out[78]:
```
customer_id                          4000
first_name                           3139
last_name                            3725
gender                                  6
past_3_years_bike_related_purchases   100
DOB                                  3448
job_title                             195
job_industry_category                   9
wealth_segment                          3
deceased_indicator                      2
default                                90
owns_car                                2
tenure                                 22
dtype: int64
```

Exploring the columns

In [81]:
```
CustomerDemographic.columns
```

Out[81]:
```
Index(['customer_id', 'first_name', 'last_name', 'gender',
       'past_3_years_bike_related_purchases', 'DOB', 'job_title',
       'job_industry_category', 'wealth_segment', 'deceased_indicator',
       'default', 'owns_car', 'tenure'],
      dtype='object')
```

In [82]:
```
CustomerDemographic['gender'].value_counts()
```

Out[82]:
```
Female    2037
Male      1872
U           88
M            1
Femal        1
F            1
Name: gender, dtype: int64
```

Certain categories are not correctly titled. The names in these categories are re-named.

In [131]:
```
#Re-naming the categories
CustomerDemographic['gender'] = CustomerDemographic['gender'].replace(
'F','Female').replace('M','Male').replace('Femal','Female').replace('U',
'Unspecified')
```

In [84]:
```
CustomerDemographic['gender'].value_counts()
```

Out[84]:
```
Female         2039
Male           1873
Unspecified      88
Name: gender, dtype: int64
```

In [85]:
```
CustomerDemographic['past_3_years_bike_related_purchases'].value_counts
()
```

Out[85]:
```
19    56
16    56
67    54
20    54
2     50
      ..
8     28
85    27
86    27
95    27
92    24
Name: past_3_years_bike_related_purchases, Length: 100, dtype: int64
```

In [86]:
```
CustomerDemographic['DOB'].value_counts()
```

Out[86]:
```
1978-01-30    7
1978-08-19    4
1964-07-08    4
1976-09-25    4
1976-07-16    4
             ..
2001-01-22    1
1955-03-06    1
1966-08-05    1
1968-11-16    1
1958-08-02    1
Name: DOB, Length: 3448, dtype: int64
```

In [87]:
```
CustomerDemographic['job_title'].value_counts()
```

Out[87]:
```
Business Systems Development Analyst    45
Social Worker                           44
Tax Accountant                          44
Internal Auditor                        42
Legal Assistant                         41
                                        ..
Staff Accountant I                       4
Health Coach III                         3
Health Coach I                           3
Research Assistant III                   3
Developer I                              1
Name: job_title, Length: 195, dtype: int64
```

In [88]:
```
CustomerDemographic['job_industry_category'].value_counts()
```

Out[88]:
```
Manufacturing         799
Financial Services    774
Health                602
Retail                358
Property              267
IT                    223
Entertainment         136
Argiculture           113
Telecommunications     72
Name: job_industry_category, dtype: int64
```

In [89]:
```
CustomerDemographic['wealth_segment'].value_counts()
```

Out[89]:
```
Mass Customer        2000
High Net Worth       1021
Affluent Customer     979
Name: wealth_segment, dtype: int64
```

In [90]:
```
CustomerDemographic['deceased_indicator'].value_counts()
```

Out[90]:
```
N    3998
Y       2
Name: deceased_indicator, dtype: int64
```

In [91]:
```
CustomerDemographic['default'].value_counts()
```

Out[91]:
```
100                                                 113
1                                                   112
-1                                                  111
-100                                                 99
â°â´âµâ€â€                                            53
                                                   ...
ð¾ ð ð ð ð ð ð ð                                      31
/dev/null; touch /tmp/blns.fail ; echo               30
âªâªtestâª                                           29
ì¸ëë°í ë¥´                                          27
,ãã»:*:ã»ãâ( â» Ï â» )ãã»:*:ã»ãâ                     25
Name: default, Length: 90, dtype: int64
```

In [94]:
```
CustomerDemographic = CustomerDemographic.drop('default', axis=1)
```

The values are inconsistent, hence dropping the column.

In [96]:
```
CustomerDemographic.head(5)
```

Out[96]:

	customer_id	first_name	last_name	gender	past_3_years_bike_related_purchases	DOB	
0	1	Laraine	Medendorp	Female	93	1953-10-12	
1	2	Eli	Bockman	Male	81	1980-12-16	Adm
2	3	Arlin	Dearle	Male	61	1954-01-20	I
3	4	Talbot	NaN	Male	33	1961-10-03	
4	5	Sheila-kathryn	Calton	Female	56	1977-05-13	Ser

In [92]:
```
CustomerDemographic['owns_car'].value_counts()
```

Out[92]:
```
Yes    2024
No     1976
Name: owns_car, dtype: int64
```

In [93]:
```
CustomerDemographic['tenure'].value_counts()
```

Out[93]:
```
7.0     235
5.0     228
11.0    221
10.0    218
16.0    215
8.0     211
18.0    208
12.0    202
14.0    200
9.0     200
6.0     192
4.0     191
13.0    191
17.0    182
15.0    179
1.0     166
3.0     160
19.0    159
2.0     150
20.0     96
22.0     55
21.0     54
Name: tenure, dtype: int64
```

Exploring Customer Address Data Set

In [98]:
```
CustomerAddress.head(5)
```

Out[98]:

	customer_id	address	postcode	state	country	property_valuation
0	1	060 Morning Avenue	2016	New South Wales	Australia	10
1	2	6 Meadow Vale Court	2153	New South Wales	Australia	10
2	4	0 Holy Cross Court	4211	QLD	Australia	9
3	5	17979 Del Mar Point	2448	New South Wales	Australia	4
4	6	9 Oakridge Court	3216	VIC	Australia	9

In [99]:
```
CustomerAddress.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 3999 entries, 0 to 3998
Data columns (total 6 columns):
 #   Column              Non-Null Count  Dtype 
---  ------              --------------  ----- 
 0   customer_id         3999 non-null   int64 
 1   address             3999 non-null   object
 2   postcode            3999 non-null   int64 
 3   state               3999 non-null   object
 4   country             3999 non-null   object
 5   property_valuation  3999 non-null   int64 
dtypes: int64(3), object(3)
memory usage: 187.6+ KB
```

In [132]:
```
#Checking for null values.
CustomerAddress.isnull().sum()
```

Out[132]:
```
customer_id           0
address               0
postcode              0
state                 0
country               0
property_valuation    0
dtype: int64
```

There are no null values.

In [133]:
```
#Checking for duplicate values
CustomerAddress.duplicated().sum()
```

Out[133]:
```
0
```

There are no duplicate values.

In [100]:
```
#Checking for uniqueness of each column
CustomerAddress.nunique()
```

Out[100]:
```
customer_id           3999
address               3996
postcode               873
state                    5
country                  1
property_valuation      12
dtype: int64
```

Exploring the columns

In [105]:
```
CustomerAddress['postcode'].value_counts()
```

Out[105]:
```
2170    31
2145    30
2155    30
2153    29
3977    26
        ..
3331     1
3036     1
3321     1
3305     1
2143     1
Name: postcode, Length: 873, dtype: int64
```

In [106]:
```
CustomerAddress['state'].value_counts()
```

Out[106]:
```
NSW                 2054
VIC                  939
QLD                  838
New South Wales       86
Victoria              82
Name: state, dtype: int64
```

In [107]:
```
CustomerAddress['country'].value_counts()
```

Out[107]:
```
Australia    3999
Name: country, dtype: int64
```

In [108]:
```
CustomerAddress['property_valuation'].value_counts()
```

Out[108]:
```
9     647
8     646
10    577
7     493
11    281
6     238
5     225
4     214
12    195
3     186
1     154
2     143
Name: property_valuation, dtype: int64
```

All the columns appear to have consistent and correct information.

In [ ]:
```

```

TASK: 2 - Data Insights

Targeting high value customers based on customer demographics and attributes.

In [ ]: