Dear Client,

First of all, we would like to thank you for providing us with the dataset and we are really excited to work on them. After careful exploration of the datasets we have found the following issues:

**Accuracy:**

Some of the values found in the dataset do not seem to be accurate, we have removed those particular entries. For example, the DOB column in Customer Demographic Dataset had some out of bound values.

**Completeness:**Many columns in all 4 dataset had blanks therefore we have either removed those row entries and/or filled those particular columns with best possible reasonable value we could come up with.

**Relevancy:**

Some columns in the dataset either had no Meta Data or were not relevant as they contained gibberish and hence those columns were removed from the row entries.

**Uniqueness:**

Uniqueness of all the records were checked against unique IDs of each dataset to make sure we do not have any redundant values/entries.

The data was also thoroughly checked for Consistency, Currency, and Validity.

We are now moving ahead with the next step of Data analytics. In case of any query please feel free to reach out to us. Looking forward to working with you.

Regards,

Sheroz Khan

KPMG Intern