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## Évaluation de la qualité des données et recommandations

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Brouillon

24 septembre 2023 à 18 h 47

Dear Customer,

I hope you are well. I would like to thank you for entrusting us with the evaluation of the quality of your data. This is a crucial step in ensuring the reliability of any future analysis. Having carefully reviewed the datasets you have provided to us, here is our assessment of the quality of the data, together with our recommendations for mitigating the issues identified.

### Customer demographics

#### Data quality issues :

1. Missing first and last name: We have noticed that some entries do not have an associated first or last name, which can cause problems with customer identification.
2. Incorrect date of birth data: We have identified aberrant dates of birth, such as dates in the future or very old dates, which need to be checked.
3. Inconsistent gender values: The "gender" column contains various values, including "Male," "Female," "U," "Femal," and "M." Standardization of these values would be beneficial.

#### Recommendations:

1. Fill in missing data : We recommend that you collect the missing information for customers' first and last names.
2. Validate dates of birth: Carry out a thorough check of dates of birth and ensure that they are valid.
3. Gender standardisation: Define a standard for the values in the "gender" column (for example, "Male" and "Female") and update accordingly.

### Customer addresses

#### Data quality issues :

1. Incorrect postcodes: We have identified postcodes that do not correspond to the specified regions, which could affect the geographical accuracy of your analyses.

#### Recommendations:

1. Check postcodes: Work with your data management team to ensure that postcodes match the appropriate regions.

### Transaction data over the last three months

#### Data quality issues:

1. Missing transaction information: Some transactions do not include all the required information, which could make it difficult to analyse this data.

#### Recommendations:

1. Fill in missing information: Identify and complete transactions with missing data to ensure their usefulness in the analysis.

We believe that by addressing these issues and implementing these recommendations, you can improve the quality of your data and ensure the reliability of your future analyses. If you have any further questions or require clarification on any of our recommendations, please do not hesitate to contact us.

We look forward to continuing to work with you to achieve your analytical goals. Thank you for your confidence in our expertise.

Yours sincerely

Serigne Modou Diop