**DATA QUALITY ASSESSMENT**

KPMG, Data Analytics Department

7th of May, 2021

Sprocket Central Py Ltd.

TO WHOM IT MAY CONCERN

Hi there.

We received your data and we have successfully assessed the quality of the data. From the data provided we have four datasets namely;

* Customer Demographic
* Customer Address
* Transaction data

Some quality issues like completeness, uniqueness, validity, relevance and consistency were found in the data given. Blanks were found in the data, you can use MS Excel Statistical function, *COUNTBLANK* can be used to check and count for the numbers of blanks in the data.

A column titled *'default'* in the Customer Demographic dataset had no relevance as the information there was not comprehensive and should be rechecked or deleted. Another column titled *'deceased'* shows that some customers are deceased; the company should be working with living customers and not the dead ones, so that should be removed unless it shows and inclination toward company's finance.

The *'gender'* column in Customer Demographics and *'state'* column in Customer Address showed no consistency with the particular word used for indication. For instance, using F and Female to indicate female, either one should be used only and should be consistent. Same applies to the state column in customer address.

Finally, I would recommend you double check your data before sending it in for analyzing and also use software tools like Optical character Recognition (OCR) technology and Intelligent Charater Recognition, among other similar software tols to help reduce the amount of work for your data entry employees by automatically extracting data.

Thank you.

Alabi Marvellous,

Data Analyst, KPMG