

Dear

Marketing Team

Sprocket Central Pty Ltd

My name is Muhammad Hanif Fajari. I am Intern Data Analyst from KPMG AU to handle Sprocket Central Pty, Ltd. I have evaluate your sales dataset and I found some issues for detail you can see below.

Dataset	Column	Issue
Transactions	online_order	360 null values
Transactions	brand	197 null values
Transactions	product_line	197 null values
Transactions	product_class	197 null values
Transactions	product_size	197 null values
Transactions	standard_cost	197 null values
Transactions	Product_first_solid_date	197 null values

Recommendation to fill the null values :

1. Check the product details, transactions dataset don't have some product details marked by same number of null values in product_line, product_class, etc

Dataset	Column	Issue
CustomerDemographic	Last_name	125 null values
CustomerDemographic	DOB	87 null values
CustomerDemographic	job_title	506 null values
CustomerDemographic	job_industry_category	656 null values
CustomerDemographic	default	302 null values and not allowable values
CustomerDemographic	gender	not correct values
CustomerDemographic	tenure	87 null values

Recommendation to fill the null values :

1. Check the customer data, null value can be affected because some customer don't have last name
2. Make sure format from default is correct because it's not readable in excel or python panda dataframe