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.

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| 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