Subject: Data Quality Issues and Mitigation Strategies

Dear Sprocket Central Pty Ltd,

I am writing to inform you of some data quality issues that have been identified in the data provided to us for [project/task]. The issues are as follows:

1. CustomerDemographic: Some of the columns of gender are Male and Female, some are M and F, which does not conform to the rule of consistency.
2. CustomerDemographic: DOB, Jephthah Bachmann has wrong DOB of 1834-12-21.
3. CustomerDemographic: The default column is some garbled characters and Missing values.
4. CustomerAddress: Consistency problem with “NSW” and “New South Wales”.
5. NewCustomerList: Barnebas Apfel’s postcode and property\_valuation should in same format.

[Issue 3]

These issues can potentially impact the accuracy and reliability of our analysis and findings. However, we have developed the following strategies to mitigate these issues:

Strategy 1 to address Issue 1: Change all Male and Female to M and F to make it consistent.

Strategy 2 to address Issue 2: Delete the DOB of Jephthah Bachmann.

Strategy 3 to address Issue 3: Delete whole default column.

Strategy 4 to address Issue 4: Change all “New South Wales” to “NSW.

Strategy 5 to address Issue 5: Change the format.

We will be implementing these strategies immediately to ensure that the data is as accurate and reliable as possible. We will also keep you informed of any further developments or issues that may arise.

Please let us know if you have any questions or concerns.

Sincerely,

Chengdi Lu