Sprocket Central Pty Ltd

15th May 2020

Hi there,

I have gone through the datasets that you have shared with us. There are several problems with the dataset regarding the data quality. Please make sure that the data correct so that we can analyse the data in the best way possible. Following are some the issues faced while analysing the excel sheet:

Issues with the Transaction sheet:

1. Blank field in online order column.
2. 0 in product id.
3. Data of offline orders are not relevant.
4. Blank fields in Brand Column.

Issues with the Customer Demographic sheet:

1. Gender column has inconsistency (M, F, Male, Female, Femal).
2. DOB not valid (1843-12-21).
3. No need for deceased individuals in the list because they aren’t going to buy products.

Issues with the Customer Address sheet:

1. Same Data in two different types in the State column as in NSW is same as New South Wales

I hope that these issues can be easily solved through the Excel Sheet functions or through any other software and the quality of the data can be improved.

Regards,

Rachit Narayan

KPMG