

Customer Data Completeness Analysis Report

Project: Tap Savvy Network | **Role:** Data Analyst Intern

1. Project Objective

The objective of this project was to analyze customer profile data and identify missing or incomplete information that impacts profile quality, discoverability, and outreach effectiveness. The Power BI dashboard enables Tap Savvy Network to monitor data completeness, profile activation status, and key data gaps for actionable decision-making.

2. Data Cleaning & Preparation

A structured data cleaning and validation process was carried out before dashboard development to ensure high data quality and reliable insights.

- Replaced all blank cells and 'UNDEFINED' values with NULL to standardize missing data representation.
- Validated and corrected customer profile information by cross-checking with a secondary customer reference sheet using VLOOKUP and XLOOKUP to ensure data consistency.
- Created a derived column 'Website Status' to classify profiles as Active (valid and accessible website) or Inactive (missing, invalid, or non-functional website).
- Developed a 'Profile Status' column to categorize profiles as Complete or Incomplete based on the availability of key fields: Profile Photo, Full Name, Email, Phone Number, and Website.

3. Key Insights Summary

Out of 747 total customer profiles, 71.22% were identified as incomplete. The most commonly missing data field was the profile photo, followed by About section and Website details. Nearly half of the customer profiles were inactive due to missing or invalid website URLs.

4. Recommendations

- Introduce mandatory profile photo upload during onboarding.
- Implement profile completion percentage indicators to encourage users.
- Run automated reminders for customers with incomplete profiles.
- Prioritize data correction for companies with the highest number of incomplete profiles.
- Enable automated website validation checks to reduce inactive profiles.

5. Conclusion

This project highlights significant opportunities to improve customer data quality at Tap Savvy Network. The dashboard provides a clear and actionable overview that can support better engagement, improved visibility, and data-driven outreach strategies.