Dear Client,

Please find the below set of issues found in the data and the way it was cleaned.

**Customer Demographic sheet:**

1. Certain values were missing in job title, job\_industry\_category.

Way of cleaning: The rows corresponding to these values were removed since they were significantly less.

2. past\_3\_years\_bike\_related\_purchases had missing values.

Way of cleaning: The blank values were replaced with 0.

3. DOB field had an outlier.

Way of cleaning: The row corresponding to the value has been removed.

**Customer Address Sheet:**

1. Some columns contained blank values.

Way of cleaning: All rows containing blank values were removed since they were significantly less.

**Transactions sheet:**

1. Some Columns contained blank values.

Way of cleaning: All rows containing blank rows were removed as they were significantly less.

Sheets were merged using Customer IDs in Customer Demographic sheet using left join with all other sheets and rows with missing values were removed.