Dear Client,

Thank you for providing us with the three datasets from Sprocket Central Pty Ltd. The below table highlights the report statistics from the three datasets received.

|  |  |  |  |
| --- | --- | --- | --- |
| Data Set | No of Records | Unique Customer IDs | Date Data Received |
| Transactions | 19446 | 3495 | 13/11/2021 |
| Customer Demographic | 4003 | 4003 | 13/11/2021 |
| Customer Address | 4000 | 4000 | 13/11/2021 |

Noteworthy data quality issues that we encountered are as follows

* Duplicate customer ids in the ‘Transactions table’.
* Multiple columns such as brand purchase and job title had empty values.
* Inconsistence data type with same values.
* Inconsistence data values with same attribute.
* Inaccurate data values were found for Ex, the DOB for Jephthah Bachmann year was 1843

Moving forward, we will continue with the data cleaning, standardization and transformation process for the purpose of model analysis. it would be great to spend some time with your data specialists

Kind regards,

Priyanka Bhure.