1. Hello Sir,

What are the key customer touch points in our service process and how do we measure them?

What steps are we taking to improve customers privacy?

Which markets will provide the best ROI in the coming 3-5 years?

What areas of our business do we need to support with data-driven insights?

What sub-department or category of products is our primary focus?

What type of transactional data should I collect?

What kind of business questions are we trying to answer with our analysis?

1. The data had some data quality issues such as Invalid Format, Missing Values and Redundancy in data/information. I found the issues by understanding the data fields and the type of information we are collecting. I have highlighted the issues and have applied corrective measures to combat the problem in the file attached below.
2. To solve the data quality issues, I would require a thorough understanding of the different fields and measures that are a part of the data and how do we positively correlate them to relate to the business problem we are trying to solve with our analysis.

Moreover, I would need to know the proper format the data has to be to process it efficiently in the ETL pipeline.

1. What is the end goal or question we are trying to answer would be helpful in optimizing the data assets we are trying to create.

The customer segment we are trying to target.

1. The more distributed a production system, and the more microservices we have in the systems, the less of a difference the efficiency of microsystems would have on the entire process. So, standardization of principles becomes a necessity.

We need to involve concurrency and partitioning to address the concerns of efficiency of the process.