

Data Management I

(Data Profiling and Quality Dimensions)

Data Set: Clothing Sales data

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Introduction

This report presents the data management concepts, how data profiling is performed and how the cleaning is performed based on the valuable insight of data profiling. The Clothing Sales Data is used as a dataset. The cleaning was done on the data-set taking into consideration some or all the different data quality dimensions.

The first task is to understand and analyze the data-set. Then, data profiling had to be performed (using Talend Data Quality tool) based on this understanding. Also, similar data-set was searched for (online), to get a detailed understanding of the columns. After data profiling, the irregularities were noted down and cleaning was done on the data-set using Trifacta, OpenRefine, and Talend. A detailed explanation of the steps performed in each tool will be given in the later sections of the report.

About the dataset

Clothing Sales Data is the Dataset consist of 13 Columns with 1.048 Million observations (1048544). The metadata/column header is also available. By looking the header one can tell this the dataset consist of the sales transaction. Based on Hypothesis - Dataset is a combination of 3 Master data and 1 transaction data:

1. Employee Master data – EmployeeID, Employee's First, Middle and last name.
2. Customer Master data – CustomerID, Customer's First, Middle and last name.
3. Product data – ProductID, ProductName, ProductPrice.
4. Transaction data – Sales ID, Quantity.

Transaction data is associated with Product, Customer and Employee data.

Tools Used

- Talend Data Quality Management tool- This tool is used to perform data profiling on a given dataset. More details are documented in the Data Profiling section.
- Open Refine – This tool is used for data cleaning. It provides us to use the script GREL/ Python.
- Talend Data Preparation- This tool also used for data cleaning. Although the data limit is 30000, so Random data is selected for understanding the functionality of this tool.
- Cloud Data Prep by Trifacta- This tool used for data cleaning, if the dataset is large enough one can load only sample data. Sample data can be selected based on different approach like Cluster based, random selection, based on column uniqueness etc. In this method, some of the garbage values or outliers were not taken into consideration in the sample hence complete cleaning was not possible in one execution unless one has an idea about all the pattern error.
- MySQL Workbench- After performing basic cleaning, the data set is exported to the MySQL database for further analysis.

Data Profiling

Data Profiling is the process of examining the data available from an existing information source (e.g., a database or a file) and collecting statistics or informative summaries about the data. Talend Data Quality Management tool was used to perform data profiling for this project. Column and Table Analysis was performed during this process.

Summary of each column for the dataset, explaining the three basic statistics of the data

1. Categorical (Nominal) or Numerical (Continuous).
2. Data Type (Integer or string)
3. Missing values in each column.

Variable	Value	Data Type	Missing Count
CustomerID	continuous	integer	0
Customer_LastName	nominal	string	1553
Customer_Middle	nominal	string	484621
Customer_Name	nominal	string	1103
Employee_ID	continuous	integer	223
Employee_Lastname	nominal	string	9157
Employee_Middle	nominal	string	4793
Employee_Name	nominal	string	9130
ProductID	continuous	integer	46
Product_Name	nominal	string	521
Product_Price	nominal	string	358
Quantity	nominal	string	22
SalesID	continuous	integer	0

Fig 3.1 Summary of data

Column Analysis

Column analysis generates a full-frequency distribution and examines all values for a column to infer its definition and properties such as statistical measures and minimum and maximum values.

Simple Statistics

Column analysis gives the insight about the Blank values (No value, whitespace), Row count (column population), Null Count, Distinct count, Unique value, Duplicate value (More than one occurrence). Let's see simple statistics for some of the column to have a basic understanding of the data.

- Employee ID
Total Employee is only 23 but here distinct value showing 24, that means the blank value is also included in the distinct count.
The duplicate count is also 24 means, it means there are multiple blank values. Total blank values are 223. Missing or unknown data helps you identify potential data issues

Column: metadata.Employee_ID

Simple Statistics

Label	Count	%
Blank Count	223	0.02%
Row Count	1048543	100.00%
Null Count	0	0.00%
Distinct Count	24	2.289E-3%
Unique Count	0	0.00%
Duplicate Count	24	2.289E-3%

Column: metadata.SalesID

Simple Statistics

Label	Count	%
Row Count	1048543	100.00%
Null Count	0	0.00%
Distinct Count	1048500	99.99%
Unique Count	1048462	99.99%
Duplicate Count	38	3.624E-3%

Fig 3.2 Employee ID and Sales ID Column analysis

○ Sales ID

Sales ID is the candidate key for the dataset as this uniquely identify each row. It has 38 duplicate columns which we need to exclude after checking the validity of data. Analyzing the number of distinct values within the column will help identify possible unique keys within the source data.

○ Product ID

Product ID has some Unique values, these values appear only once in the observation. Values can be valid or invalid. But after viewing the value, one can tell its invalid for ProductID column.

Column: metadata.ProductID

Simple Statistics

Label	Count	%
Row Count	1048543	100.00%
Null Count	0	0.00%
Distinct Count	275	0.03%
Unique Count	8	7.63E-4%
Duplicate Count	267	0.03%
Blank Count	38	3.624E-3%

ProductID
04-Mar
323dfg
323sd
439asf
439c
439d
439f
WR323

Fig 3.3Product ID Simple Statistics

Nominal Analysis

If the column contains categorical or factor values, then discrete data analysis gives a clear understanding of the columns. If the column has many different formats for the same factors, then the most frequent occurring value-type or format can be used for generalizing the factors in the column. The same can be seen from the below explained analysis done on some of the columns:

Customer Name, Product Name

Top 10 Customer who purchased the product can be seen using the Frequency table and top 10 most product sold list. This Column will be used for Hypothetical use case, how important are the customer and most sold product.

Column: metadata.Customer_Name			Column: metadata.Product_Name		
Value Frequency			Value Frequency		
Value	Count	%	Value	Count	%
Victoria	17577	N/A	Chainring Bolts	12264	N/A
Caleb	15009	N/A	Flat Washer 4	12234	N/A
Richard	14934	N/A	Metal Sheet 6	12214	N/A
Thomas	12711	N/A	Lock Washer 7	12179	N/A
Julie	12635	N/A	LL Spindle/Axle	12146	N/A
Arianna	12420	N/A	Headlights - Weatherproof	12066	N/A
Sean	12184	N/A	Hex Nut 15	12051	N/A
Nathaniel	12013	N/A	Hex Nut 16	11992	N/A
Jack	11373	N/A	"Touring-3000 Blue, 54"	11977	N/A
Gabriella	10596	N/A	"ML Mountain Frame - Blac...	11974	N/A

Fig 3.4Customer and Product Name Nominal

Data Types and Patterns

This method is mostly used on columns which have string values. The pattern followed by each column can be seen, and we can check the values which are not following a pattern. We can find patterns sorted by highest frequency as well as the lowest frequency. Low-frequency analysis can be very helpful in finding pattern mismatch. There are also other options like East-Asia Pattern, CI Word Pattern, Date Pattern and CS Word Pattern which can be used based on the requirement. Pattern Frequency Analysis done on some columns are as explained below:

ProductID and Quantity Column

ProductID has Integer Data Type with range 1-999. There is some value which is inaccurate, it should be of integer type and value is inconsistency. Quantity column has also Integer Data Type, there are some invalid entries as quantity should be positive only.

Analyzing string lengths of the source data is a valuable step in selecting the most appropriate data types and sizes in the target database.

Pattern Low Frequency ProductID			Pattern Low Frequency Quantity		
Value	Count	%	Value	Count	%
999aa	1	9.537E-5%	-999	5	4.792E-4%
99-Aaa	1	9.537E-5%	-9	10	9.585E-4%
AA999	1	9.537E-5%	-99	21	2.013E-3%
999aaa	2	1.907E-4%	9999	167	0.02%
999a	3	2.861E-4%	9	8182	0.78%
Empty field	38	3.624E-3%	99	104084	9.98%
9	26905	2.57%	999	930881	89.22%
99	184525	17.60%			
999	837067	79.83%			

Fig 3.5Product ID and Quantity Pattern

- Product Price has Data Type Integer, it has lots of junk value append as a prefix and suffix. Some value has no currency indicator, some have Either \$ or €. The currency symbol is also attached as prefix and suffix to price value.

Reducing the column widths to be just large enough to meet current and future requirements will improve query performance by minimizing table scan time.

▼ Pattern Low Frequency				▼ Pattern Frequency			
		Product Price				Product Price	
Value	Count		%	Value	Count		%
999.99 AAA	1		9.537E-5%	999.99	211114		20.13%
999.99Aaaa	1		9.537E-5%	999.9	186903		17.83%
\$999.99	1		9.537E-5%	99.99	164949		15.73%
9999.99\$	2		1.907E-4%	9999.99	123620		11.79%
99.99\$	2		1.907E-4%	99.9	92339		8.81%
999.99\$	2		1.907E-4%	9	79140		7.55%
999.99 AA	3		2.861E-4%	999	56567		5.39%
-999.99	3		2.861E-4%	9999.9	32095		3.06%
-9999.99	3		2.861E-4%	99	24430		2.33%
999.9	5		4.769E-4%	9.9	18905		1.80%

Fig 3.5Product Price Pattern

Table Analysis

Table analysis is used to analyze data from a table perspective. The identification of candidate key for the table also confirmation of Primary key. Once the primary key is identified, the duplicate check can be performed.

Functional Dependency Analysis

Functional Dependency analysis finds how one column value functionally determines another column value which is dependent.

Introduction section, a hypothesis about 3 master data are mention. In all the master data there is one primary key and candidate key for the whole dataset. Customer ID, Employee ID, and Product ID are the primary key for their respective master data table.

For whole Data Set- Customer ID, Employee ID, Product ID, and Sales ID or the combination of these can be the primary key.

- Customer ID functionally determines Customer Name with 93.61% dependency strength. It'll also be able to determine Customer middle and last name. Product ID functionally determines Product Name with 93.66% dependency strength. It'll also be able to determine Product price.

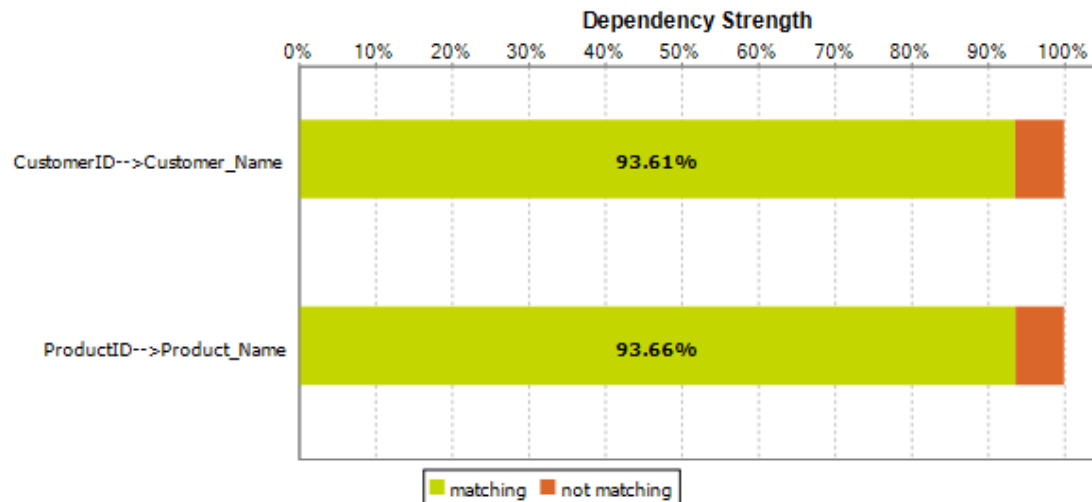


Fig 3.6 ID's and Name Functional Dependency

- Customer ID functionally determines the Product name, Product ID functionally determines the Product price.
Product Name and Quantity giving the high dependency strength because of multiple transactions has the same quantity.

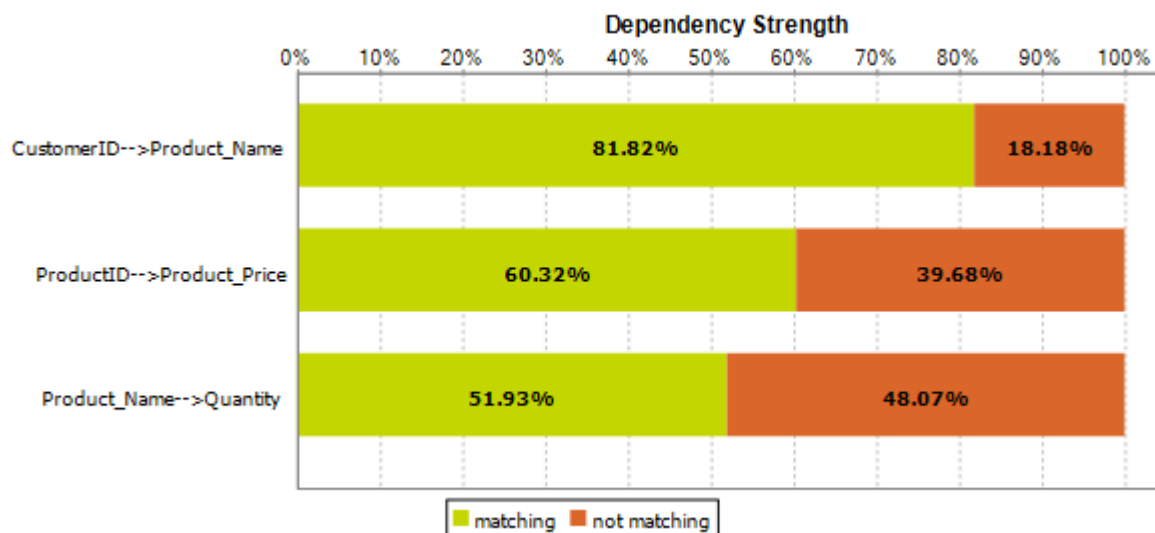


Fig 3.7 Customer ID and product Name Functional Dependency

Data Cleaning

In this section, all the data quality dimension will be mentioned on each column level. After finding the required cleaning steps that must be performed based on the above profiling, the data was cleaned using Cloud-Data prep by Trifacta, Talend and Open Refine. Each of the used tools has its own advantages and disadvantages, which have already been described in the 'Tools Used' section of this project.

After searching from different sources, similar data-file was fetched from websites, to perform comparison and find dis-similarities. Also, a composite primary key consisting of Sales ID, Customer ID ProductID was identified (as these columns had not null values, and when concatenated together had unique values). Before cleaning the data set, each quality dimension check was done for each column and some steps were identified. These steps were then executed and clean- data set was obtained. A detailed explanation of these steps is given below, along with the associated quality dimensions:

Summary of all the column and associated dimension should be performed on that column.

Column Name	Quality Dimension
SalesID	Consistency (Uniqueness), Completeness(mandatory values)
EmployeeID	Completeness(mandatory values)
CustomerID	Completeness (mandatory values)
ProductID	Consistency (Format Consistency),Completeness(mandatory values), Accuracy(should be Integer only)
Quantity	Completeness (mandatory values), Accuracy (Accuracy to reality), Validity (Metadata compliance), Conformity (Internal standard)
ProductName	Completeness, Consistency(Value consistency)
ProductPrice	Validity, Consistency(format consistency), currency (Picked from two different countries), Conformity (External source, Internal standard)
EmployeeName	Accuracy (Precision),Completeness, Validity, Consistency (Value consistency)
EmployeeMiddle, Last Name	Accuracy (Precision), Completeness, Validity, Consistency (Value consistency)
CustomerName	Accuracy (Precision), Completeness, Validity, Consistency (Value consistency)
CustomerMiddle, Last Name	Accuracy (Precision), Completeness, Validity, Consistency (Value consistency)

UseCase: Find all the customer who always makes some purchase or most product has been sold.

The product is divided into 4 Main categories (1):

1. Bikes
2. Components
3. Clothing
4. Accessories

Dimension on each column

All the relevant data quality dimension based on column:

Sales ID

Dimension:

1. **Consistency:** This column has 1048462 unique records, but there are some duplicate records (38) which need to be discarded. Refer-Fig 3.2

Function used:

Trifacta- Remove duplicate rows based on Sales ID column

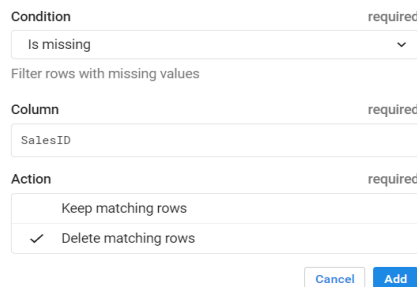
Talend- Remove duplicate row on the table

Open Refine- Not able to remove based on the single column, manually removed

2. **Completeness:** This column is uniquely identifiable in each record, so this is the mandatory field for the dataset.

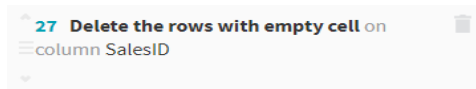
Function used:

- a. Trifacta- Filter the rows with a missing value, select the required column and delete the matching rows.



The screenshot shows a configuration window for filtering rows. It has three sections: 'Condition' with a dropdown set to 'Is missing', 'Column' with a text input 'SalesID', and 'Action' with two radio buttons: 'Keep matching rows' and 'Delete matching rows' (which is selected). There are 'Cancel' and 'Add' buttons at the bottom right.

- b. Talend- Delete the rows with an empty cell on column Sales ID



- c. Open Refine- Cannot perform the facet because of the large dataset

Product ID

Dimension:

1. **Consistency:** Product Id format should be consistent throughout the dataset. It has 8 value were junk value is appended as a prefix and suffix. Please refer Fig 3.2

Function used:

- a. Trifacta: Filter rows that do not match the specified value, select column Product ID and insert the formula IFMISMATCHED (ProductID, ['Integer'], 'Invalid'). At Last, Delete the matching rows (Because Only 8 value was there).

Condition	required
Is not	▼
Filter rows that do not match the specified value	
Column	required
ProductID	
Value	required
IFMISMATCHED(ProductID, ['Integer'], 'Invalid')	
Action	required
Keep matching rows	
✓ Delete matching rows	
<div>Cancel</div> <div>Add</div>	

b. Talend: Delete the rows with an invalid cell

29 Delete the rows with invalid cell on
column ProductID



c. Open Refine: Not able to remove based on the single column, manually removed

2. **Accuracy:** Product ID should be of integer data type and range from 1-999 as 99.98% percent of data lies in this range.

Quantity

Dimension:

1. **Completeness:** Quantity is mandatory for each transaction, based on product quantity only the price will be calculated. Complete the column by either removing the blank record or fill with the correct value.
2. **Consistency:** Quantity value is inconsistency; some special character is appended around the value.

Function used:

- a. Trifacta: Remove all the symbol from Quantity, however it doesn't remove all the symbol from the value. Next, we can use other function to create a new column based on formula (only allow integer). Then we can delete the missing value.

23 Remove symbols from Quantity

24 Create Quantity1 from `NUMFORMAT(Quantity, '#####')`

- b. Talend: Remove non-numeric characters is quite easy here, by just calling one function to remove non-numeric characters.

33 Remove non numeric characters on
column Quantity



- c. Open Refine: Using Python script and Regular expression library, the same function can be achieved.

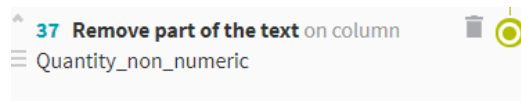
```
Import re
quantity = value
data = re.findall("\d+\.\*\d+", s)
return data [0]
```

3. **Validity (Metadata compliance) and Conformity (Internal standard):** Quantity cannot be negative for a given dataset.

- a. Trifacta: Create a new column with ABS function, it'll convert all the

25 Create abs_Product_Price from ABS(Product_Price)

- b. Talend: Using function remove part of the text can remove all the negative sign (-) symbol.



- c. Open Refine: Using python script which treat negative sign (-) also as a non-numeric and remove using same regular expression.

```
data = re.findall("\d+\.\*\d+", s)
```

Product Price

Dimension:

1. **Validity:** Product price has some negative sign (-) value, which invalid as per Standards and Regulatory compliance. All the function is the same what is used in Quantity Validity dimension.
2. **Consistency**(format consistency): Product price made consistence by removing all the special characters. All the function is the same what is used in Quantity Consistency dimension.
3. **Currency**(Picked from a different country): Product Price consisting of different currency (DOLLAR, RS, EURO) is also available in the dataset. Price conversion was not performed because after comparing with the External source get to know that price value is same only Currency symbol is different.
4. **Conformity**(External source, Internal standard) (2) (3): Conformity Check is performed with external Standards to find out the valid price value.

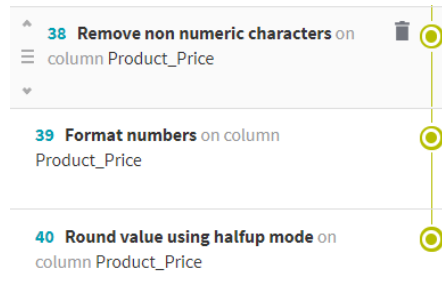
Function used:

- a. Trifacta: After converting the value to float type, use the round () function to specify the rounding decimal point.

1 Change Product_Price type to Float

2 Set Product_Price to ROUND(Product_Price, 1)

- b. Talend: Using Round value using half up mode on the price column and mention the precision value.



- c. Open Refine: Using GREL scripting, the round function helps to round the value. Create a column based on Product Price and use the below script to round up the value.

`round(toNumber(value))`

Exporting to MySQL

After performing basic cleaning, the data set is exported to the MySQL database for further analysis. For importing the dataset, one schema for whole dataset and three schemas for different master data have been created:

1. Customer master data
2. Employee master data
3. Product master data

Lookup dataset

The reason for creating three separate schemas is to perform the lookup operation. In original dataset, there is some error which can be easily rectified using a lookup table.

Following errors are present in the dataset: For Individual Customer, Employee and Product different names, typo mistake, blank value, error values are present in the dataset.

```
SELECT COUNT(DISTINCT Customer_Name, Customer_Middle, Customer_LastName) as frequency , Customer_Name, Customer_Middle, Customer_LastName
from customer.customer group by customer.Customer_Name;
```

This query gives all the Distinct Customer with their frequency, the new Customer master data is created. In this dataset, each entry appears once and has the best possible value from the whole dataset.

Likewise, for the Employee and the product, the distinct dataset has been created. Manual effort is also required to select the best possible value.

This Lookup dataset will help for multiple data quality dimension:

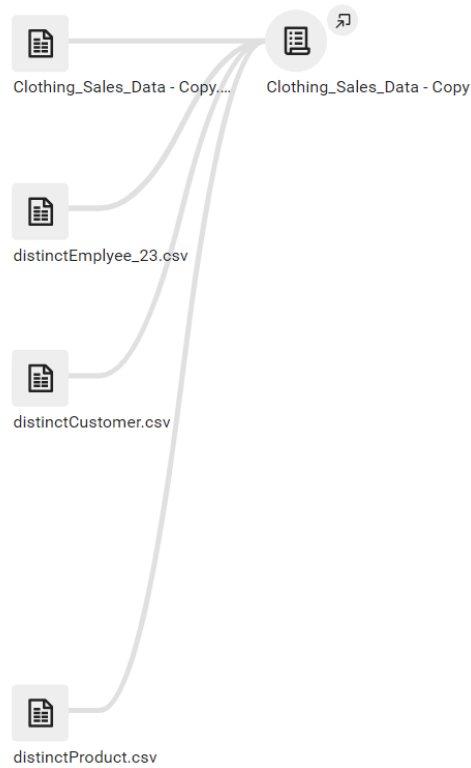
Completeness, Consistency, Validity, and Accuracy.

Trifacta


Recipe

- 1 Change Product_Price type to **Float**
- 2 Set Product_Price to **ROUND(Product_Price, 1)**
- 3 **Lookup** Employee_ID against Employee_ID in distinctEmployee_23.csv as 3 columns
- 4 **Lookup** CustomerID against CustomerID in distinctCustomer.csv as 3 columns
- 5 **Delete** Customer_Name
- 6 **Delete** Customer_Middle
- 7 **Delete** Customer_LastName
- 8 **Lookup** Employee_Name against Employee_Name in distinctEmployee_23.csv as 3 columns
- 9 **Create** Employee_ID_2 from **IFMISSING**(Employee_ID, Employee_ID1)
- 10 **Move** Employee_ID_2 after SalesID
- 14 **Delete** Employee_Lastname1
- 15 **Delete** Employee_Name
- 16 **Delete** Employee_ID1
- 17 **Delete** Employee_Middle2
- 18 **Delete** Employee_Lastname2
- 19 **Delete** Employee_Middle
- 20 **Delete** Employee_Lastname
- 21 **Rename** Employee_ID_2 to 'EmployeeID'
- 22 **Lookup** ProductID against ProductID in distinctProduct.csv as 3 columns
- 23 **Delete** Quantity
- 24 **Delete** Product_Name
- 25 **Delete** Product_Price
- 26 **Remove duplicate rows**
- 27 **Delete rows** with missing values in SalesID
- 28 **Delete rows**

Flow Details



Job Result

[Clothing_Sales_Data - Copy Flow](#) > [Clothing_Sales_Data - Copy](#)
 **Job 1845702**
 Finished Today at 5:51 PM

[View data sources](#)[View dependencies](#)

Export

95%

0.1%
Mismatched

5%
Missing

10
Columns

1.094M
Rows

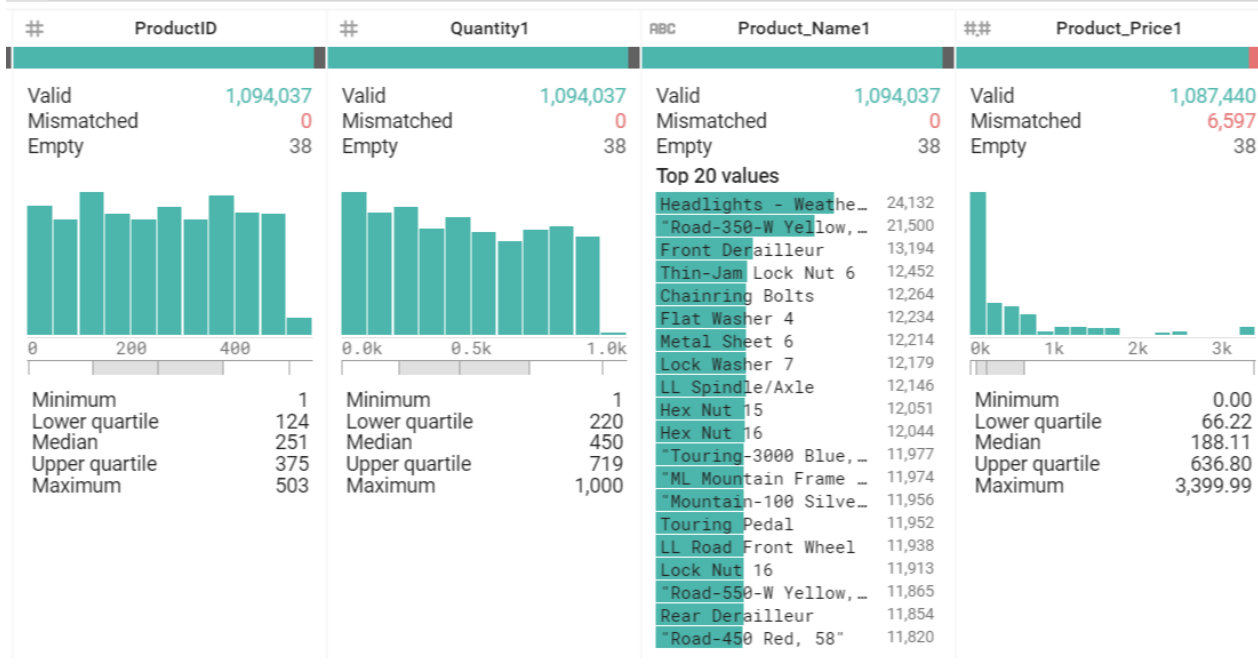
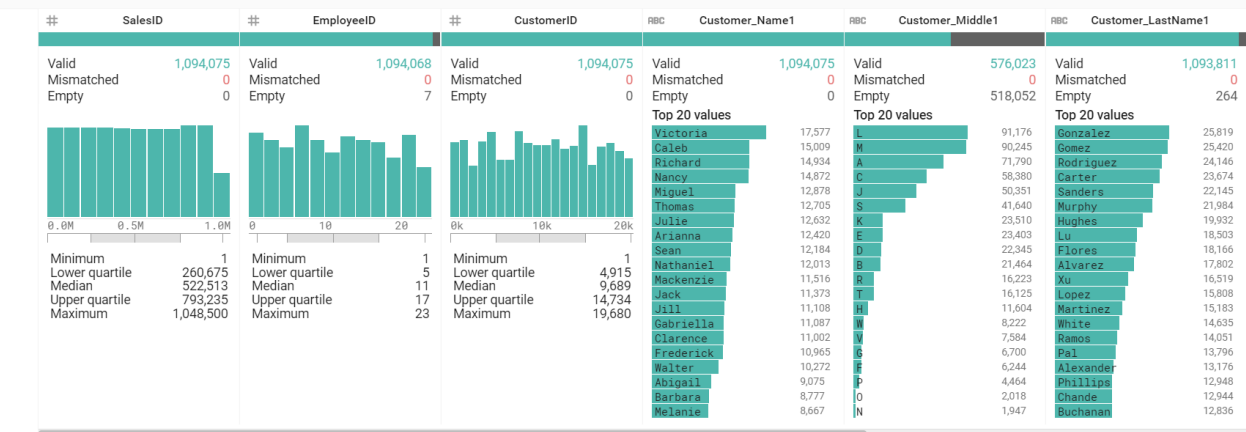
Job Status
Launch Time
Environment
Dataset

Complete
Today at 5:39 PM
Google Dataflow
[Clothing Sales D](#)

Job ID	Finish Time	Duration	Execution
1	10	10	10
2	20	10	10
3	30	10	10
4	40	10	10
5	50	10	10
6	60	10	10
7	70	10	10
8	80	10	10
9	90	10	10
10	100	10	10

1845702
Today at 5:51 PM
13 minutes
Manual

CSV



Talend

Talend has Import limit, so whatever step has been performed in Trifacta similar steps perform here too.

Recipe

Sales_Data_Unique Preparation

1. Lookup is done with dataset distinctEmployee_23. Join has been set between Employee_Name and Employee_Name. The column Employee_ID has been added.
2. Fill empty cells with text on column Employee_ID
3. Lookup is done with dataset distinctEmployee_23. Join has been set between Employee_Lastname and Employee_Lastname. The column Employee_ID has been added.
4. Fill empty cells with text on column Employee_ID
5. Lookup is done with dataset distinctEmployee_23. Join has been set between Employee_ID and Employee_ID. The columns Employee_Name, Employee_Middle and 1 other(s) have been added.
6. Delete column on column Employee_Name
7. Delete column on column Employee_Lastname
8. Lookup is done with dataset distinctEmployee_23. Join has been set between Employee_ID and Employee_ID. The columns Employee_Name, Employee_Middle and 1 other(s) have been added.
9. Change data type on column CustomerID
10. Lookup is done with dataset distinct customer. Join has been set between CustomerID and CustomerID. The columns Customer_Name, Customer_Middle and 1 other(s) have been added.
11. Delete these filtered rows on column ProductID
12. Standardize value (fuzzy matching) on column ProductID
13. Lookup is done with dataset distinctProduct1. Join has been set between ProductID and ProductID. The columns Quantity, Product_Name and 1 other(s) have been added.
14. Delete these filtered rows on column ProductID
15. Remove duplicate rows on the table
16. Delete empty rows on the table
17. Delete the rows with an empty cell on column SalesID
18. Remove non-numeric characters on column Quantity

Open Refine

Open Refine is used to perform data-cleaning task. This tool has the extract and applies the feature as a JSON file for the recipe. However, the operations performed are masked and not clearly defined. For e.g. “Mass edit 573 cells in column Product_Price”, this doesn’t explain about the facet and operation. Lots of Recipe is remove was repetitive.

Recipe

1. Create project
2. Create new column Product_Price_Integer based on column Product_Price by filling 17 rows with `grel:replace(value, /\d/, "")`
3. Remove column Product_Price_Integer
4. Mass edit 390737 cells in column Product_Price
5. Mass edit 24648 cells in column Product_Price
6. Mass edit 573 cells in column Product_Price
7. Mass edit 1133 cells in column Product_Price
8. Create new column Product_Price_New based on column Product_Price by filling 0 rows with `jython:import re s = value data = re.findall("\d+\.*\d+", s) return data`
9. Text transform on 1048543 cells in column Product_Price_New: ""
10. Text transform on 0 cells in column Product_Price_New: `value.toString()`
11. Create new column Product_Price_New based on column Product_Price by filling 1048185 rows with `jython:import re s = value data = re.findall("\d+\.*\d+", s) return (" ".join(data))`
12. Mass edit 79498 cells in column Product_Price_New
13. Move column Product_Price to position 14
14. Remove column Product_Price_New
15. Create new column Quantity_New based on column Quantity by filling 1048521 rows with `jython:import re s = value data = re.findall("\d+\.*\d+", s) return (" ".join(data))`
16. Move column Quantity to position 14
17. Mass edit 8249 cells in column Quantity_New
18. Fill down 1 cell in column Product_Name
19. Flag 9130 rows

Bibliography

(1). Retrieved from <http://www.britishmicro.com/MvcDemo/Products>

(2). Retrieved from
<https://demos.componentone.com/ASPNET/AdventureWorks/Products.aspx?Category=Clothing>

(3). Retrieved from
<https://demos.componentone.com/ASPNET/AdventureWorks/Products.aspx?Category=Bikes>