

The data quality issues can be identified based on the initial overview of the data from each sheet. Here are some potential data quality issues and strategies to mitigate them:

1. Title Sheet

This sheet seems to contain meta-information and not actual data. Therefore, it does not require a detailed analysis for data quality.

2. Transactions

The Transactions sheet may have the following issues:

Missing Values: Check for missing values in important columns.

Inconsistent Data Formats: Ensure date and numeric fields are in the correct format.

Duplicates: Identify and handle any duplicate transactions.

3. New Customer List

The NewCustomerList sheet may have the following issues:

Missing Values: Identify and address any missing customer details.

Data Consistency: Ensure consistent formatting for names, dates, and other text fields.

Invalid Entries: Detect and correct any invalid data entries.

4. Customer Demographic

The CustomerDemographic sheet may have the following issues:

Missing Data: Address missing values in demographic details.

Inconsistent Data: Ensure uniformity in data entries (e.g., "Yes" vs. "yes").

Data Accuracy: Validate the accuracy of demographic data.

5. Customer Address

The CustomerAddress sheet may have the following issues:

Missing Addresses: Identify and address missing address information.

Incorrect Formats: Ensure consistent formatting of addresses, postcodes, and other fields.

Duplicates: Check for and handle duplicate address entries.