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.