

Hey!

We have gone through your company's datasets , they can really provide us with lots of useful information . As of now we have done the essential changes and have pointed out by mentioning the table and columns specifically , hope you find that useful.

In table , CUSTOMER DEMOGRAPHICS

1. We found that there are some problems in the **gender** column, like some spelling errors (femal) , some unspecified category (U) .

2. In the **DOB** column , there are customers whose date of birth is missing .
Interestingly, all the customers whose DOB is missing comes under the gender category U.

One of the customers named Jephthah has DOB 1843-12-21 , way too senior.

3. In **job_title** column , there are 506 customers with no information of their job title

4. In **Industries** column we have 655 customers with no information of their industries

5. In **deceased_indicator** section we have 2 deceased customers which should be ideally removed for future prospects

6. **Default** column has anonymous values with no meaning , the whole section can be removed

7. In **tenure** we have 86 customers with no information on tenure segment.

In table , CUSTOMER ADDRESS

1. In the column of **state** there are distinct data under name (NSW and New south wales) , (VIC and Victoria) which should be ideally replaced.

In table , TRANSACTIONS

1. In the **online_order** column there are 359 customers with no information under this segment.

2. We have 196 customers with no information on product brand, line , class , size , standard cost and sale date .

3. **List_price** and **standard_cost** were in the form of numbers , they have been converted to price form

4. **product_first_sold_date** should be in the form of date

5. **Adding** profit column would be beneficial

With regards,
Tony.