

DATA ASSESSMENT REPORT

| Column Name | Data Type | Non-Null Count | Missing % | Unique Values | Most Frequent Value | Notes / Cleaning Needed |
|-----------------|--------------|----------------|-----------|---------------|-------------------------------------|---------------------------------------|
| customer_id | Text/ID | 6000 | 0% | 6000 | N/A | Primary key — indexing applied |
| gender | Text | 6000 | 0% | 3 | Male/Female | Standardized values |
| age_group | Text | 6000 | 0% | 4 | Adult | Correct format |
| city | Text | 6000 | 0% | 5 | Karachi / Lahore | Standardized values required |
| signup_date | Date | 6000 | 0% | 365+ | N/A | Converted to Date type |
| order_id | Text/ID | 6000 | 0% | 6000 | N/A | Primary transaction key |
| order_date | Date | 6000 | 0% | 365+ | Recent months | Converted to Date type; Drill enabled |
| restaurant_name | Text | 6000 | ~20-30 | Pizza Hut | Duplicates removed to DimRestaurant | |
| dish_name | Text | 6000 | ~40-60 | Burger | Transferred to DimDish | |
| category | Text | 6000 | 6-8 | Fast Food | Categorization correct | |
| quantity | Whole Number | 6000 | 0% | 1-6 | 1 | Verified numerical format |

| | | | | | | |
|-----------------|--------------|--------------|---------------|--------------|--|---|
| price | Decimal | 6000 | 0% | Range varies | N/A | Converted to measure — revenue calculated |
| payment_method | Text | 6000 | 3 options | Cash | Standardized and moved to DimPayment | |
| order_frequency | Number | 6000 | 0% | Varies | N/A | Not used in fact — removed (if removed) |
| last_order_date | Date | 6000 | Some nulls | Varies | N/A | Removed from model (not required) |
| loyalty_points | Whole Number | Some nulls | <5% | N/A | N/A | Removed (no use in insights) |
| churned | Text | 6000 | 2 values | Active | Important for Customer Insights | |
| rating | Decimal | 6000 | small missing | 1–5 | 4 | Verified numeric type |
| rating_date | Date | Some missing | low | N/A | Kept at Factlevel for future enhancement | |
| delivery_status | Text | 6000 | 3 values | Delivered | Moved to DimStatus | |
