

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	
