Subject: Data Quality Assessment and Proposed Mitigation Strategies

Dear Sprocket Central Pty Ltd ,

I am writing to update you on the data quality assessment and the proposed strategies to mitigate the issues identified on the datasets that you provided.

From our assessment, we identified several issues that potentially can affect the analysis. These issues include:
1. Missing values: Some fields contained rows with missing data. This might lead to issues in analysis depending on how they are dealt with.
2. Inconsistent data: We noticed that data formatting is not consistent in some fields and records. This can lead to difficulties when doing analysis.
3. Outdated data: Some of the data provided is outdated and it is not as relevant as it seems.

Detailed report on each dataset can be found below:

Dataset	Accuracy	Completeness	Consistency	Currency	Relevancy	Validity	Uniqueness
Transactions	Product first sold date seems to contain inaccurate values	There are columns with missing data.	Transaction date and product first date seems contradicting	The data is outdated		Product sold date was a float	
New customer list		Some columns did not have valid names. Missing values are also present.	Gender column has entries that are unknown.				

Customer demographic	DOB has an entry that seems to be inaccurate.	Missing values are present	Gender column has entries that are contradicting.	Deceased customers are not relevant	Default column is irrelevant.		
Customer address			State seems to have both state abbreviations and full names				

We recommend the following measures to mitigate the issues:
1. Data cleaning: This will help to remove and correct the inaccurate or incomplete data. It can use techniques such as filling in missing values with mean or median or even removing records with too many missing values.
2. Normalization: This will ensure consistency in the data. It could involve standardizing data types, applying uniform measures and others.
3. Data update: Updating the datasets with more uptodate data will greatly improve any analysis done.

Implementing these measures will improve the quality and will ensure accurate analysis and relevant insights to inform your business.

Please let us know if you have any questions or concerns regarding our proposed mitigation strategies, or if there are any additional measures you would like us to consider.

Thank you for your attention to this matter, and we look forward to hearing from you soon.

Best regards,

Robert Mbau