Hi,

I have noted down below my findings while assessing data referring to the data framework provided by you.

CustomerDemographics:

1. There are 126 Records with 'Last name' as Blank which is not a good practice
2. In gender column, expected values are only 3 - Female, Male, and U. Some values have the wrong spelling and some values are present where Female is denoted by F and Male by M. The column needs to have one format values only, either Male/Female/U or M/F/U
3. DOB contains one record where the birth year is 1843 which is not possible. Also there are 89 records without a DOB i.e. it is blank
4. 500 records are missing their job titles
5. Agriculture in job\_industry\_category is misspelled
6. There is a column 'default' that has only junk characters and needs to be removed
7. 'Tenure' column has 88 records that are blank

NewCustomerList

1. 'Last Name' has 30 records that are blank
2. DOB contains 17 records that are blank
3. Again there are 109 records with blanks as job\_title
4. 'Property value' has numbers in different formats (6.00 and 6 both)
5. 'Value' column records should be rounded of to 3 decimal places. There is disparity

CustomerAddress

1. 'Customer Id has 3 customer records missing. (Id: 3, 22, 23)
2. 'State' has name disparity seeing. New South Wales and Victoria is written as NSW and VIC as well as the full spelling. It is better to have it in abbreviated format

Transactions

1. 'Online\_order' has blank records. It should only be true or false
2. 'Product\_id' is not correctly mapped to product leaving brand, product\_size, and product class blank
3. Many 'standard\_cost' records are blank and in the wrong format i.e., without the dollar sign
4. 'product first sold date' column is not in the date format and has empty records

Do let me know if you have nay further questions regarding these points.

Regards,

Sanika Bhat