Dear Kruti,

Thank you for sending through that dataset. We have reviewed the dataset to identify any potential errors within the dataset and to identify any additional information we will need to achieve the actionable insights you have requested.

Here are some of the key issues we have found:

* To provide actionable insights on gender, age and location, we will need additional data on movie preferences.
* Genres of films in the dataset that was provided contain multiple layers of genres, and it is difficult to pinpoint what genre a film is. Does the order of layering have anything to do with the genre of the film? We have attached a screenshot of this issue to this email.
* We also want to clarify what subscription type is going to be available for StreamFlix and if there is any additional data you can provide regarding subscription type. E.g. Customer surveys on preferred subscription type
* We’ve also highlighted that there is no data provided on satisfaction ratings for each movie. There are datasets on the internet that provide up-to-date movie satisfaction ratings (e.g. IMDB Movie Database)
* There are no age ratings present in the dataset. Do we need to find age ratings for the movies?

It would be greatly appreciated if you could provide clarity on these issues.

Kind regards,

Group 2