Dear client,

First of all, I would like to thank you for giving these datasets ,and during processing on datasets , I get the following overview.

No of records Unique ID’s Receiving date

|  |  |  |  |
| --- | --- | --- | --- |
| Transaction dataset | 20002 | 3495 | 27/12/2021 |
| Customers Demographic | 4002 | 4002 | 27/12/2021 |
| Customers Address | 4001 | 4001 | 27/12/2021 |

Issues related with datasets

1. Additional customers id’s in transaction datasets, maybe there is a problem of data loss.

2. Various columns such as brand purchase have empty values.

3. Inconsistent data type with same attributes.

4. Inconsistent data values with same attribute.

“We are moving forward for further process like data cleaning, standardization etc and it will be great to spend time with your data.”

Regards,

Sharon Sam S