**Data Collection and Preprocessing Phase**

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| --- | --- |
| Date | 07-07-2024 |
| Team ID | 739747 |
| Project Title | Customer shopping segmentation by using machine learning |
| Maximum Marks | 2 Marks |

**Data Quality Report:**

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| --- | --- | --- | --- |
| **Data Source** | **Data Quality Issue** | **Severity** | **Resolution Plan** |
| Kaggle  Dataset | Missing values in the  'Age', ‘gender’,  ‘Customer id’,  and ‘Payment method’ columns. | Moderate | Use mean/median imputation. |
| Kaggle  Dataset | Categorical data in the dataset | Moderate | Encoding has to be done in the data. |

The Data Quality Report will summarize data quality issues from the selected source, including severity levels and resolution plans. It will aid in systematically identifying and rectifying data discrepancies.

**Data Quality Report:**