

**Data Collection and Preprocessing Phase**

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| Date | 15 March 2024 |
| Team ID | LTVIP2024TMID24785 |
| Project Title | Customer Segmentation Using Machine Learning |
| Maximum Marks | 2 Marks |

**Data Quality Report Template**

The Data Quality Report Template 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.

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| **Data Source** | **Data Quality Issue** | **Severity** | **Resolution Plan** |
| Dataset | Missing Data | High | Identify data fields that are incomplete.  Implement mandatory fields during data entry.  Regularly audit and validate data for completeness. |
| Dataset | Inaccurate Data Entries | High | Establish validation rules at the point of entry to minimize errors. Provide user training on accurate data entry practices. |



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| Dataset | Inconsistent Formatting | High | Standardize data formats across the application (e.g., date formats, measurement units). |
| Dataset | Outdated Information | Moderate | Set up reminders for users to review and update their information periodically. |
| Dataset | Lack of Data Accessibility | Low | Create user-friendly dashboards and reports for easy access to data. |