Dear Sprocket Central Pty Ltd team,

I hope everything is going well. I was reviewing the data and noticed several issues regarding data quality. The following is the list of issues regarding data quality issues and methods to prevent data inaccuracies:

**Data Quality Issues:**

* In the Transactions sheet, I have noticed several missing data values, especially in the online\_order column; the column should have a Boolean value (true or false) in each row. However, 360 data entries do not have any information regarding whether they are online orders or physical orders. I have also discovered several null values in other columns in the brand, product\_line, product\_class, product\_class, product\_size, standard\_cost, and product\_first\_sold\_date. These rows should be removed, or data needs to be entered into them. The last column, product\_first\_sold\_date is not in the proper format. It needs to be in Date or Timestamp.
* In the NewCustomerList sheets, the last\_name column has several missing values, 29 entries are missing a last name. The gender column has 17 entries with an undisclosed value. In the DOB column, there are 17 entries with null values. For job\_title, there are 106 entries with null values.
* In the CustomerDemographic sheets, the last\_name column has 125 null values. DOB they have one outlier ‘1843-12-21’; there are also many null values. Many of the rows in job\_title are null values. The default column has various text. It is difficult to assess their actual value to them. There should be a standard data type.

One way to prevent data inconsistencies and errors is to provide documentation. It is useful to know where the data sources are, how they are extracted, and how they are loaded. It is also important to make sure that null values are either filled or removed from the data.