Dear Client,

Thank you for providing us with the three datasets from Sprocket Central Pty Ltd. The below data highlights the summary statistics from the three datasets received

| Table | No of Records | Null Values | Different Values | Deleted Columns |
| --- | --- | --- | --- | --- |
| Customer Demographic | 4000 records and 13 fields | last\_name,DOB,job\_title,job\_industry,tenure | Gender is represented in {“Male”,”Female”,”Femal”,”F”,”M”,”U”} | Default |

For further information refer to ‘Module\_1\_Customer\_Demographics.ipynb’

For Table ‘CustomerAddress’ there are no missing values or null values in any of the columns

For Table ‘Transactions’ there are 197 missing values for each column except transaction id

Refer to ‘Module\_1\_atransactions.ipynb’

* Additional customer\_id present in ‘Transactions table’, ‘Customer Address Table”

This indicates data is not in sync with each other

* Various columns such as last\_name, DOB, job\_title,brand have empty values in records
* Inconsistent values for Gender - “Female”,”Femal”,”F”,”M”,”U”

Moving forward the team will continue with the data cleaning, standardisation and transformation process

Kind regards,

Sreeja N