Dear [Client's Name],

We sincerely appreciate your cooperation in providing us with the datasets for analysis. We have completed an initial review of the data, and we would like to share our findings with you.

Upon analysis, we found the following observations regarding the datasets:

**Transaction Dataset:**

Number of Records: The transaction dataset comprises 20,002 records, with 3,495 unique customer IDs and a receiving date of 15-05-2023.

Additional Customer IDs: We noticed the presence of additional customer IDs within the transaction dataset. This suggests a potential data loss or inconsistency issue that needs to be addressed.

**Customer Demographic Dataset:**

Number of Records: The customer demographic dataset consists of 4,002 records, each with a unique customer ID. The receiving date matches that of the other datasets (15-05-2023).

**Customer Address Dataset:**

Number of Records: The customer address dataset includes 4,001 records, with each record having a corresponding unique customer ID. The receiving date aligns with the other datasets (15-05-2023).

During our data review, we encountered the following data quality issues:

**Missing Values:** The transaction dataset exhibits several instances of empty values in various columns, such as "brand purchase." This missing data may impact the accuracy and reliability of our analysis.

**Inconsistent Data Types:** We observed inconsistencies in the data types within the datasets, specifically regarding attributes that should have consistent data types. This inconsistency could potentially affect data integrity and subsequent analysis.

**Inconsistent Data Values:** Certain attributes across the datasets displayed inconsistent values despite representing the same information. Addressing this inconsistency will enhance the data's reliability and ensure more accurate analysis results.

Moving forward, we would like to assure you that we are committed to addressing these data quality concerns. Our proposed strategies include data cleaning, standardization, and verification procedures. By implementing these measures, we aim to mitigate the identified issues and prepare the datasets for the subsequent phases of our analysis.

We greatly appreciate your time and consideration in providing us with your valuable data. If you have any additional insights or would like to discuss any specific aspects of the data quality assessment, please feel free to reach out to us. We look forward to working closely with your team to ensure the success of our project.

Thank you once again for your trust in our services.

Best regards,

Sudheer N Poojari