Data Quality Assessment and Recommendations

Dear Client,

I hope you're doing well. I wanted to reach out regarding the datasets we received from Sprocket Central Pty Ltd. In order to maintain our high data quality standards, I've thoroughly assessed these datasets. Here are my findings and recommendations based on the Data Quality Framework Table and other important factors.

Data Quality Assessment:

	Transactions	NewCustomerList	CustomerDemographic	CustomerAddress
Accuracy				
Completeness	Missing Values: online_order brand product_line product_class product_size standard_cost product_first_sold_date	Missing Values: last_name DOB job_title	Missing Values: last_name DOB job_title tenure	Missing Values: None
Consistency		Some values in the property_valuation column is formatted in numbers and text	gender column has Female, Male, M, F, U values	state column has abbreviations and full forms of the same value as "VIC" for "Victoria"
Currency			deceased_indicator has Y values indicating there is data for deceased customers	
Relevancy			default column can be dropped	
Validity				
Uniqueness				

Data Quality Assessment and Recommendations

Recommendations:

- **Completeness**: To ensure we have all the information it would be helpful to reach out to the client and obtain any missing values, for the identified fields in the Transaction Data and New Customer List.

- **Consistency**: Let us standardize the formatting of values in the 'property_valuation' column within the Transaction Data so that it follows a format throughout.

- **Relevancy**: If the 'default' column in the Transaction Data does not significantly contribute to our analysis we can consider dropping it from our dataset.

- **Data Cleanup**: We should standardize and clean up the 'gender' values within the New Customer List for consistency and accuracy.

- **Verification**: It is important to verify the accuracy of 'deceased_indicator' values within our Customer Address data to ensure reliability.

Please don't hesitate to ask if you have any questions or need clarification. We are committed to addressing these issues so that our data is ready for phase two analysis.

Thank you for your attention and cooperation, in handling this matter.