Dear client,

Thank you for providing us with the three datasets from Sprocket Central Pty Ltd.

The summary table below highlights key quality issue that we discovered within the three data sets, Please let us know if you have any queries surrounding the issue presented.

**SUMMARY TABLE:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Accuracy | Completeness | Consistency | Currency | Relevancy | Validity |
| Transaction | Profit Missing | Customer id: incomplete  Online order: blanks  Brands: Blanks |  |  | Cancelled status order: filter out | List price: format  Product sold out: format |
| Customer Demographic | DOB: inaccurate  Age : missing | Customer id: incomplete  Job title : blank | Gender: inconsistency | Deceased customer: filter out | Default : garbage column |  |
| Customer Address |  | Customer id: incomplete | states: inconsistency |  |  |  |

Elaborating the issue:

1. **Transaction sheet:**
2. Duplicate values.
3. Customer id: 3495 of 20001 unique records found.
4. Missing values.
5. Transaction date : blank value.
6. Online order: 19640 of 20001 (filter out blank value).
7. Brand: 19803 of 20001 (filter out blank value).
8. Product first sold date : incorrect format.
9. Profit: missing.
10. **Customer Demographic:**
11. Gender: inconsistence.
12. Dob: inaccurate.
13. Age: missing.
14. Default: garbage column.
15. **Customer address:**
16. States: inconsistent.
17. Customer id: incomplete.

We are moving forward for further process like data cleaning, standardization etc and it will be great to spend some time with your data.

Regards,

Vaishnavi rathore