To,

Sprocket Central Pty Ltd

Subject - Data Quality issues and strategies to mitigate these issues.

Respected Sir/Madam,

Below are the identified data quality issues and strategies to overcome these issues.

|  |  |  |  |
| --- | --- | --- | --- |
| **Sheet Name** | **Unique column** | **No. of Rows (Before cleaning)** | **No. of Rows (After cleaning)** |
| Transactions | transaction\_id | 20000 | 19946 |
| NewCustomerList | NA | 1000 | 736 |
| CustomerDemographic | customer\_id | 4000 | 2863 |
| CustomerAddress | customer\_id | 4000 | 4000 |
| CustomerDemographic | Tensure | 1002 | 854 |

**1.Completeness (Fields with missing values):**

Transactions sheet → *online\_order, brand, product\_line, product\_class, product\_size, standard cost, product first sold date* contain null values.

NewCustomerList → *DOB, job title, job industry* contain null values.

CustomerDemographic → *DOB, job title, job industry* contain null values.

**TO OVERCOME :**

The Data Handling team can try to tally the old data or relevant records to fill some null values.

**2.Relevancy ( Un relevant values) :**

NewCustomerList → *gender* ⇒ Deleted value = "U" because don’t know whether it is male or female

CustomerDemographics → *gender* ⇒ Deleted value = "U" because don’t know whether it is male or female, deceased\_indicator ⇒ Deleted value = "Y" because want only alive customers, *default* ⇒ Deleted column since it is not decodable

**TO OVERCOME:**

The Data Handling team should tally the record of "U" in gender to find out the correct values.

**3.Accuracy (Values not in the correct format)**

Transactions → *product first sold date* ⇒ Changed data type from number to date.

**TO OVERCOME:**

The Data Handling team should Check the data type of columns to overcome this type of issue.