Dear Client,

Thank you for giving us the opportunity to provide you with our services. From the datasets that you provided we have prepared the below summary. This highlights key quality issues that we discovered within the data sets..

**ACCURACY:**

DOB was inaccurate for “Customer Demographic” & missing an age\_column;

Missing a profit column for “Transactions”.

**COMPLETENESS:**

Additional customer\_ids were inconsistent among “Customer Demographic”, “Customer Address” and “Transactions”.

Blanks in job\_title for “Customer Demographic”, in online\_order and brand\_column for “Transactions”.

Blanks in DOB in “New Customer List”.

**CONSISTENCY:**

Inconsistency in gender for “Customer Demographic” and states for “Customer Address” and Property Valuation in “New Customer List” respectively.

**CURRENCY:**

People that are ‘Y’ in deceased\_indicator are not current customers for “Customer Demographic”.

**RELEVANCY:**

Lack of relevance in default\_column for “Customer Demographic” and order\_status for “Transactions”.

**VALIDITY:**

Format of list\_price, product\_sale\_date for “Transactions” and value for “New Customer List”.

The above is the detailed summary of Data Quality Assessment. Please do consider and let us know if you have any queries regarding this.

Thank you,

Yours sincerely

Bodige Venkat Sai Goud.