**Dear Sir/Ma'am,**

I have completed a data quality assessment on the data sent to us for analysis. I would like to request you to kindly review the issues that I found during the data analysis process.

The data quality assessment was made on the measure of :-Completeness, Conformity ,uniqueness, Accuracy, Validity, Consistency and Integrity

**Transaction Sheet:**

1. There is missing data in the following columns: online\_order, Brand, Product line, product class, product size, standard\_cost, product\_first\_sold\_date.

2. The data stored in the list\_price, standard\_cost, and product\_first\_sold\_date columns are in a non-standardized format.

a. The format of list\_price and standard\_cost columns should be the same.

e.g. $ (list\_price) and $ (standard\_cost)

b. The column product\_first\_sold\_date should be in date format but In column it is in number.

3. The product class data is unusable( Not clarity what is refer to )

**Customer Demographic Sheet:**

1. There is missing data in the Last\_name, job\_title, and tenure columns.

a. The last\_name is an important detail in the customer demographic, and due to the missing item, it appears that there are some duplicate records in customer demographics.

2. The data in the gender and DOB columns is not accurate.

a. The DOB of 1843-12-21 is out of date.

b. The gender column has multiple values ,spelling mistakes and not follow the uniqueness . "U," "F," "M," "Femal" values which are incorrect or invalid. It should be either in the form of "male," & "female" or "M," & "F."

3. The default column data is invalid. (Not in readable format)

**Customer Address Sheet:**

1. The data in the state column is not follow the uniqueness and consistency ; it contains some names in different forms.

a. "New South Wales" and "NSW" are both the same.

b. "Victoria" and "VIC" are both the same.

2. The property value is not interpretable

Thanks and Regards

Yaminee Tiwari