

BUSINESS DRIVEN GLOBALIZATION

Integrity Information Inc.

Congratulations! You have just been hired as a consultant for Integrity Information Inc., a start-up business intelligence consulting company. Your first job is to help work with the sales department in securing a new client, The Warehouse. The Warehouse has been operating in the United States for more than a decade, and its primary business is to sell wholesale low-cost products. The Warehouse is interested in hiring Integrity Information Inc. to clean up the data that are stored in its U.S. database. To determine how good your work is, the client would like your analysis of the following spreadsheet. The Warehouse is also interested in expanding globally and wants to purchase several independent wholesale stores located in Australia, Thailand, China, Japan, and the United Kingdom. Before the company moves forward with the venture, it wants to understand what types of data issues it might encounter as it begins to transfer data from each global entity to the data warehouse. Please create a list detailing the potential issues The Warehouse can anticipate encountering as it consolidates the global databases into a single data warehouse.⁴

CUST ID	First Name	Last Name	Address	City	State	Zip	Phone	Last Order Date
233620	Christopher	Lee	12421 W Olympic Blvd	Los Angeles	CA	75080-1100	(972)680-7848	4/18/2028
233621	Bruce	Brandwen	268 W 44th St	New York	PA	10036-3906	(212)471-6077	5/3/2028
233622	Gl	Johnson	4100 E Dry Creek Rd	Littleton	CO	80122-3729	(303)712-5461	5/6/2028
233623	Dave	Owens	466 Commerce Rd	Staunton	VA	24401-4432	(540)851-0362	3/19/2028
233624	John	Coulbourn	124 Action St	Maynard	MA	1754	(978)987-0100	4/24/2028
233629	Dan	Gagliardo	2875 Union Rd	Cheektowaga	NY	14227-1461	(716)558-8191	5/4/2028
23362	Damanceee	Allen	1633 Broadway	New York	NY	10019-6708	(212)708-1576	
233630	Michael	Peretz	235 E 45th St	New York	NY	10017-3305	(212)210-1340	4/30/2028
233631	Jody	Veeder	440 Science Dr	Madison	WI	53711-1064	(608)238-9690 X227	3/27/2028
233632	Michael	Kehrer	3015 SSE Loop 323	Tyler	TX	75701	(903)579-3229	4/28/2028
233633	Erin	Yoon	3500 Carillon Pt	Kirkland	WA	98033-7354	(425)897-7221	3/25/2028
233634	Madeline	Shefferly	4100 E Dry Creek Rd	Littleton	CO	80122-3729	(303)486-3949	3/33/2028
233635	Steven	Conduit	1332 Enterprise Dr	West Chester	PA	19380-5970	(610)692-5900	4/27/2028
233636	Joseph	Kovach	1332 Enterprise Dr	West Chester	PA	19380-5970	(610)692-5900	4/28/2028
233637	Richard	Jordan	1700 N	Philadelphia	PA	19131-4728	(215)581-6770	3/19/2028
233638	Scott	Mikolajczyk	1655 Crofton Blvd	Crofton	MD	21114-1387	(410)729-8155	4/28/2028
233639	Susan	Shragg	1875 Century Park E	Los Angeles	CA	90067-2501	(310)785-0511	4/29/2028
233640	Rob	Ponto	29777 Telegraph Rd	Southfield	MI	48034-1303	(810)204-4724	5/5/2028
233642	Lauren	Butler	1211 Avenue Of The Americas	New York	NY	10036-8701	(212)852-7494	4/22/2028
233643	Christopher	Lee	12421 W Olympic Blvd	Los Angeles	CA	90064-1022	(310)689-2577	3/25/2028
233644	Michelle	Decker	6922 Hollywood Blvd	Hollywood	CA	90028-6117	(323)817-4655	5/8/2028
233647	Natalia	Galeano	1211 Avenue Of The Americas	New York	NY	10036-8701	(646)728-6911	4/23/2028
233648	Bobbie	Orchard	4201 Congress St	Charlotte	NC	28209-4617	(704)557-2444	5/11/2028
233650	Ben	Konfino	1111 Stewart Ave	Bethpage	NY	11714-3533	(516)803-1406	3/19/2028
233651	Lenee	Santana	1050 Techwood Dr NW	Atlanta	GA	30318-KKRR	(404)885-2000	3/22/2028
233652	Lauren	Monks	7700 Wisconsin Ave	Bethesda	MD	20814-3578	(301)771-4772	3/19/2028
233653	Mark	Woolley	10950 Washington Blvd	Culver City	CA	90232-4026	(310)202-2900	4/20/2028