**Communicate with stakeholders:**

Hello John,

Good Morning!

I am Anusha, working as Analytics Engineer at Fetch rewards. I will be handling your request of providing analytical solutions to your rewards website. As I start to look at the data, I would like to ask you for some clarifications to understand the data better to create the effective metrics.

Questions about the data description:

* In the receipt data – the columns bonuspointsearned and points earned are same?
* In the rewards receipt list – the columns final price and user flagged price are same?
* In the brand data – can you provide more description on CPG column?

Questions about Data Quality Concerns

* There is missing information for category, category code, top brand, and brand code values

Ex: if the top brand value is missing , it becomes difficult to provide the accurate data on top brand information. If the value is missing, does it mean that it is not top brand? How do you want to proceed with this data, should it be removed or replaced with some other values?

* In the receipt data, there are lot of missing columns for ReceiptItemslist. Many of items have missing barcode information which becomes difficult to get the brand information for those items accurately. How do you want to proceed with this data, would you like to make updates to capture the correct information ?

Questions for Optimizing the data

* You have asked for a data about – “What are the top 5 brands by receipts scanned for most recent month?” In this regard, how do you define the recent month ? is it the previous month data or should consider current month as well

Questions about Performance & Scaling

* Do you need to retain the raw data, or do you want to keep only the copies of transformed data?
* What is the frequency of the reports to be generated? Is it on daily or weekly basis?

Kindly provide me with this information so that I can decide on the database type, capacity, data back up and integrity. I am happy to discuss over call for further details if required.

Thanks & Regards,

Anusha