

Third: Choose something noteworthy about the data and share with a non-technical stakeholder

According to receipts data, by summarizing the store name we found that the top five popular stores are Walmart, Amazon, Target, Dunkin Donuts and McDonald. This indicates that the customers of these stores are more likely to be the users of the Fetch app. Therefore, if we plan to place advertisements on some local stores or on the internet, these places might be good to start with.

	STORE_NAME	count
1	WALMART	6931
2	AMAZON	2778
3	TARGET	1805
4	DUNKIN DONUTS	1780
5	MCDONALD'S	1632
6	DOLLAR TREE STORES INC	1403
7	WALGREENS	1393
8	PUBLIX	1224
9	COSTCO	1102
10	SAM'S CLUB	993

Besides, there are many unusual observations in our dataset. For example, the most expensive item is the Starbucks Iced Coffee Premium Coffee Beverage Unsweetened Blonde Roast Bottle 48 Oz 1 Ct, which violates the common sense. It is more likely because the user input the wrong information, or the text recognition system made mistakes. Even though the reward points given to that transaction is rejected eventually, it might be noteworthy to improve the receipt uploading system to reduce the workload of backend review.

DESCRIPTION	BARCODE	BRAND_CODE	QUANTITY_PURCHASED	TOTAL_FINAL_PRICE	POINTS_EARNED
Starbucks Iced Coffee Premium Coffee Beverage Unsw...	048500201831	STARBUCKS	1	31005.99	310059.9
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