

Subject: Quick Update & Insights on Improving Our Data for Better Decisions

Hello Team,

I hope this message finds you well. I've been diving into our data recently and wanted to share a few insights and get your thoughts on the next steps.

**In a Nutshell:**

I found some spots where our data could use a bit of cleanup—like missing details, removing duplicates and addressing redundant values. Most notably, we face a challenge with primary key assignments and data mismatches, particularly between the brand and receipt items datasets, where barcode matching is less than optimal. Addressing these issues will help us make even better decisions based on that data.

Filling in these gaps means we get a more accurate view of our customers and insights on our performance. With cleaner data, we can make smarter moves that could improve our services and customer satisfaction.

**Key Findings:**

Upon examining our data across various datasets, I've pinpointed areas for improvement. Notably, we're seeing duplicates and key details missing, such as signUpSource, state for users, category, topBrand in brands, and pointsEarned, totalSpent, date columns in receipts. Additionally, a significant concern is the low match rate of barcode between brand and receipt tables. This mismatch could affect our insights and decisions.

Also I've found that finding reliable primary keys is tough, and there are many data mismatches. This makes it hard to keep our data organized and affects our ability to analyze it properly.

**Addressing Data Quality Issues:**

To resolve these issues, we may need to enhance our data collection interfaces to enforce data completeness, implement more robust data validation logic, and develop processes for periodically reviewing and cleaning our datasets. Additionally, understanding the root causes of these issues will be essential for long-term improvements.

I'm eager to collaborate on refining our data practices for stronger insights and outcomes. I look forward to discussing these findings and to develop a comprehensive plan of action.

Best regards,  
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