

Writing an email to Alex Smith, Head of Marketing and Daniel Jones, Director of Analytics

Subject: Year-Over-Year Growth Analysis and Key Insights

Hello Alex and Daniel,

I hope this message finds you well. I wanted to share some key findings from my recent analysis of our user growth metrics, particularly focusing on year-over-year (YoY) trends in account creation.

Key Findings

1. **Decline in Account Creation:** Our analysis shows that Fetch experienced a significant drop in accounts created in 2023, with a total of **13,342 accounts** compared to **26,797 accounts** in 2022. This translates to a YoY decline of approximately **50.21%**. Such a sharp decrease raises concerns about the effectiveness of our user acquisition strategies and may signal underlying issues that we need to address promptly.
2. **Transaction Data Discrepancies:** While reviewing our transaction data, we identified inconsistencies in the FINAL_QUANTITY and FINAL_SALE columns. Specifically, about **50% of the receipt entries** show missing sales or quantities. This inconsistency complicates our ability to accurately analyze overall sales performance and understand user behavior, potentially impacting our strategic decisions.

Next Steps and Request for Discussion

To effectively address these challenges, I would like to propose a meeting where we can discuss the following points:

- **User Acquisition Strategy:** Insights into any changes made to our marketing efforts during 2023 could provide valuable context for the decline in account creation. Understanding what strategies were implemented or altered will help us refine our approach moving forward.
- **Data Collection Process:** Clarification on the current state of our transaction data collection is essential. Knowing if there are ongoing issues leading to missing quantities or sales will enable us to improve data quality and enhance the accuracy of our analyses.

I believe that resolving these questions will not only improve our data accuracy but also assist us in effectively addressing the decline in user growth.

Thank you for your attention to this matter. I look forward to your thoughts and to scheduling a time for our discussion.

Best regards,
Deepshikha