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

Hello Alex,

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

One Interesting Trend

From our analysis, it appears that Fetch has experienced a significant decline in accounts created by users in 2023, with a total of **15,464 accounts created** compared to **26,807 in 2022**. This represents a **YoY decline of approximately 42.31%**. Such a sharp decrease raises questions about the effectiveness of our user acquisition strategies and could indicate underlying issues that need to be addressed.

Additional Insights

Additionally, while reviewing transaction data, we encountered discrepancies in the `FINAL_QUANTITY` and `FINAL_SALE` columns. Specifically, in many instances, each receipt ID has multiple entries—approximately **50% of the entries** have either missing sales or missing quantities. This inconsistency complicates our ability to accurately analyze overall sales performance and user behavior.

Request for Action

To effectively address these challenges I would like to setup sometime for us to discuss the following:

- **Clarification on the user acquisition strategy:** Any insights or changes made to our marketing efforts during 2023 that might explain the decline in account creation would be invaluable.
- **Addressing data inconsistencies:** It would be helpful to know if there are ongoing issues with the transaction data collection process that could lead to missing quantities or sales. Understanding how these entries are recorded will help us improve data quality and analysis accuracy.

I believe resolving these questions will not only enhance our data accuracy but also support us in addressing the decline effectively.

Thank you for your attention to this matter. I look forward to your thoughts.