```
import json
import pandas as pd
import numpy as np
pd.set_option('display.max_rows', 500)
pd.set_option('display.max_columns', 500)
pd.set_option('display.width', 1000)
```

# **Data Conversion**

## **Users**

In [ ]: users.head()

```
In [ ]: # Read the JSON file
        with open('users.json', 'r') as file:
            json_data = [json.loads(line) for line in file]
        # Convert JSON data to DataFrame
        users = pd.json_normalize(json_data)
        # Flatten nested JSON fields
        users['_id'] = users['_id.$oid']
        users['createdDate'] = pd.to_datetime(users['createdDate.$date'], unit='ms')
        if 'lastLogin.$date' in users.columns:
            users['lastLogin'] = pd.to_datetime(users['lastLogin.$date'], unit='ms')
        # Drop original nested columns
        users.drop(columns=['_id.$oid', 'createdDate.$date', 'lastLogin.$date'], inplace=True,
        users['lastLogin'].replace('', pd.NA, inplace=True)
        # Save the updated DataFrame back to a CSV file
        users.to_csv('users.csv', index=False, na_rep='NULL')
        print("Users JSON data has been converted to CSV successfully.")
        Users JSON data has been converted to CSV successfully.
```

Out[ ]:		active	role	signUpSource	state	_id	createdDate	lastLogin
	0	True	consumer	Email	WI	5ff1e194b6a9d73a3a9f1052	2021-01-03 15:24:04.800	2021-01-03 15:25:37.857999872
	1	True	consumer	Email	WI	5ff1e194b6a9d73a3a9f1052	2021-01-03 15:24:04.800	2021-01-03 15:25:37.857999872
	2	True	consumer	Email	WI	5ff1e194b6a9d73a3a9f1052	2021-01-03 15:24:04.800	2021-01-03 15:25:37.857999872
	3	True	consumer	Email	WI	5ff1e1eacfcf6c399c274ae6	2021-01-03 15:25:30.554	2021-01-03 15:25:30.596999936
	4	True	consumer	Email	WI	5ff1e194b6a9d73a3a9f1052	2021-01-03 15:24:04.800	2021-01-03 15:25:37.857999872

## **Brands**

brands.head()

In [ ]:

Out[ ]:		barcode	category	categoryCode	name	topBrand	brandCode	
	0	511111019862	Baking	BAKING	test brand @1612366101024	False	NaN	601ac
	1	511111519928	Beverages	BEVERAGES	Starbucks	False	STARBUCKS	601c!
	2	511111819905	Baking	BAKING	test brand @1612366146176	False	TEST BRANDCODE @1612366146176	601ac
	3	511111519874	Baking	BAKING	test brand @1612366146051	False	TEST BRANDCODE @1612366146051	601ac
	4	511111319917	Candy & Sweets	CANDY_AND_SWEETS	test brand @1612366146827	False	TEST BRANDCODE @1612366146827	601ac

# Receipts

```
In [ ]: def read_json(filename: str) -> list:
            with open(filename, "r") as f:
                try:
                     # Attempt to load the entire file content as a list of JSON objects
                     content = f.read()
                     data_list = [json.loads(obj) for obj in content.split('\n') if obj.strip()
                     return data_list
                 except json.JSONDecodeError as e:
                     raise Exception(f"Reading {filename} file encountered an error: {e}")
        # Read the JSON file
        try:
            data list = read json("receipts.json")
            print("Data Size:", len(data_list))
        except Exception as e:
            print(e)
        Data Size: 1119
```

```
In []:
    def normalize_json(data: dict) -> dict:
        new_data = {}
        for key, value in data.items():
            if not isinstance(value, dict):
                new_data[key] = value
        else:
                for k, v in value.items():
                      new_data[key + "_" + k] = v
        return new_data

# Normalize each JSON object
normalized_data = [normalize_json(data) for data in data_list]

# Create a pandas dataframe from the list of normalized JSON objects
receipts = pd.DataFrame(normalized_data)
```

```
# Write to a CSV file
receipts.to_csv("receipts.csv", index=False)
```

## In [ ]: receipts.info()

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 1119 entries, 0 to 1118
Data columns (total 15 columns):
```

#	Column	Non-Null Count	Dtype	
0	_id_\$oid	1119 non-null	object	
1	bonusPointsEarned	544 non-null	float64	
2	bonusPointsEarnedReason	544 non-null	object	
3	createDate_\$date	1119 non-null	int64	
4	dateScanned_\$date	1119 non-null	int64	
5	finishedDate_\$date	568 non-null	float64	
6	<pre>modifyDate_\$date</pre>	1119 non-null	int64	
7	<pre>pointsAwardedDate_\$date</pre>	537 non-null	float64	
8	pointsEarned	609 non-null	object	
9	purchaseDate_\$date	671 non-null	float64	
10	purchasedItemCount	635 non-null	float64	
11	rewardsReceiptItemList	679 non-null	object	
12	rewardsReceiptStatus	1119 non-null	object	
13	totalSpent	684 non-null object		
14	userId	1119 non-null	object	
dtype	es: float64(5), int64(3),	object(7)		

.04(3), ODJect(7)

memory usage: 131.3+ KB

## In [ ]: receipts.describe()

#### bonusPointsEarned createDate \$date dateScanned \$date finishedDate \$date modifyDate \$dat Out[]:

	boliusPolittsLarrieu	createDate_\$uate	uatescaimeu_şuate	IIIIsiieuDate_şuate	mouny Date_suat
count	544.000000	1.119000e+03	1.119000e+03	5.680000e+02	1.119000e+0
mean	238.893382	1.611800e+12	1.611800e+12	1.611058e+12	1.611847e+1
std	299.091731	1.484091e+09	1.484091e+09	9.534641e+08	1.361576e+0
min	5.000000	1.604089e+12	1.604089e+12	1.609687e+12	1.609687e+1
25%	5.000000	1.610652e+12	1.610652e+12	1.610141e+12	1.610660e+1
50%	45.000000	1.611941e+12	1.611941e+12	1.611091e+12	1.611941e+1
75%	500.000000	1.612704e+12	1.612704e+12	1.611769e+12	1.612704e+1
max	750.000000	1.614641e+12	1.614641e+12	1.614379e+12	1.614641e+1

```
In [ ]: def parse_rewards_receipt_item_list(item):
            if isinstance(item, list):
                return item # Item is already a list
            if isinstance(item, float):
                return [] # Return an empty list for NaN values
            try:
                return json.loads(item.replace("'", '"'))
            except (json.JSONDecodeError, TypeError):
                return []
```

```
# Create a copy of df with only the necessary columns
df_subset = receipts[['_id_$oid', 'userId', 'rewardsReceiptItemList']].copy()

# Explode the rewardsReceiptItemList to rows
df_subset_exploded = df_subset.explode('rewardsReceiptItemList').dropna()

# Normalize the rewardsReceiptItemList
items = pd.json_normalize(df_subset_exploded['rewardsReceiptItemList'])

# Merge userId and _id_$oid into the normalized items
items = items.join(df_subset_exploded[['_id_$oid', 'userId']].reset_index(drop=True))

# Display the first few rows of the resulting DataFrame
items.head()
```

Out[ ]:		barcode	description	finalPrice	itemPrice	needsFetchReview	partnerItemId	prevent Target Ga
	0	4011	ITEM NOT FOUND	26.00	26.00	False	1	
	1	4011	ITEM NOT FOUND	1	1	NaN	1	
	2	028400642255	DORITOS TORTILLA CHIP SPICY SWEET CHILI REDUCE	10.00	10.00	True	2	
	3	NaN	NaN	NaN	NaN	False	1	
	4	4011	ITEM NOT FOUND	28.00	28.00	False	1	

```
In [ ]: items.to_csv('items.csv', index=False)
In [ ]: items.info()
```

<class 'pandas.core.frame.DataFrame'> RangeIndex: 6941 entries, 0 to 6940 Data columns (total 36 columns):

	columns (cocal so columns).		
#	Column	Non-Null Count	Dtype
0	barcode	3090 non-null	object
1	description	6560 non-null	object
2	finalPrice	6767 non-null	object
3	itemPrice	6767 non-null	object
4	needsFetchReview	813 non-null	object
5	partnerItemId	6941 non-null	object
6	preventTargetGapPoints	358 non-null	object
7	quantityPurchased	6767 non-null	float64
8	userFlaggedBarcode	337 non-null	object
9	userFlaggedNewItem	323 non-null	object
10	userFlaggedPrice	299 non-null	object
11	userFlaggedQuantity	299 non-null	float64
12	needsFetchReviewReason	219 non-null	object
13	pointsNotAwardedReason	340 non-null	object
14	pointsPayerId	1267 non-null	object
15	rewardsGroup	1731 non-null	object
16	rewardsProductPartnerId	2269 non-null	object
17	userFlaggedDescription	205 non-null	object
18	originalMetaBriteBarcode	71 non-null	object
19	originalMetaBriteDescription	10 non-null	object
20	brandCode	2600 non-null	object
21	competitorRewardsGroup	275 non-null	object
22	discountedItemPrice	5769 non-null	object
23	originalReceiptItemText	5760 non-null	object
24	itemNumber	153 non-null	object
25	originalMetaBriteQuantityPurchased	15 non-null	float64
26	pointsEarned	927 non-null	object
27	targetPrice	378 non-null	object
28	competitiveProduct	645 non-null	object
29	originalFinalPrice	9 non-null	object
30	originalMetaBriteItemPrice	9 non-null	object
31	deleted	9 non-null	object
32	priceAfterCoupon	956 non-null	object
33	metabriteCampaignId	863 non-null	object
34	_id_\$oid	6941 non-null	object
35	userId	6941 non-null	object
	es: float64(3), object(33)		
memoi	ry usage: 1.9+ MB		

Out[ ]:		quantityPurchased	userFlaggedQuantity	original Meta Brite Quantity Purchased
	count	6767.000000	299.000000	15.000000
	mean	1.386139	1.872910	1.200000
	std	1.204363	1.314823	0.414039
	min	1.000000	1.000000	1.000000
	25%	1.000000	1.000000	1.000000
	50%	1.000000	1.000000	1.000000
	75%	1.000000	3.000000	1.000000
	max	17.000000	5.000000	2.000000

In [ ]: brands['brandCode'].unique()

```
Out[ ]: array([nan, 'STARBUCKS', 'TEST BRANDCODE @1612366146176',
                 'TEST BRANDCODE @1612366146051', 'TEST BRANDCODE @1612366146827',
                'TEST BRANDCODE @1612366146091', 'TEST BRANDCODE @1612366146133'.
                'J.L. KRAFT', 'CAMPBELLS HOME STYLE', 'TEST',
                 'TEST BRANDCODE @1598813526777', 'CALUMET', '511111205012',
                'AUNT JEMIMA SYRUP', 'MOLSON', 'LOTRIMIN',
                'TEST BRANDCODE @1597342520277', 'ST IVES', 'CHRISIMAGE',
                 'ALKA SELTZER', "JACK DANIEL'S BARBECUE", 'MAGNUM Ice Cream',
                '511111105329', 'TEST BRANDCODE @1598635634882', 'TACO BELL',
                'FROSTED CHEERIOS', 'TEST BRANDCODE @1598639199674',
                'GODIVA DRY PACKAGED DESSERTS', 'LARABAR',
                'TEST BRANDCODE @1597350074333', 'TEST BRANDCODE @1607636368717', 'TEST BRANDCODE @1607707830095', 'COTTONELLE', 'IZZE', 'MIO',
                '511111505365', 'QUILTING SPECIAL EDITION',
                 'TEST BRANDCODE @1604437351617', 'HERMAN', 'KEVITA', 'DELIMEX',
                'THE RIGHT TO SHOWER', 'CARESS', 'TEST BRANDCODE @1595340086044',
                'TEST BRANDCODE @1597861700968', 'TEST BRAND CODE',
                 'TEST BRANDCODE @1598026275245', 'SWANSON',
                 'TEST BRANDCODE @1598026274668', 'DASH-2249 1', '511111805854',
                'KETTLE BRAND', 'CAMPBELLS SOUP AT HAND ', 'RAINBO', 'CRISPIN',
                 'TEST BRANDCODE @1607707830137', 'CLARITIN®', 'COOKIE CRISP',
                'TEST BRANDCODE @1605535020442', 'TEST BRANDCODE @1604946244750',
                'SNYDERS OF HANOVER', 'GOOD SEASONS',
                 'TEST BRANDCODE @1598633602279', 'REVOLVER', 'KEYSTONE LIGHT',
                 'BETTY CROCKER FRUIT ROLL UPS', 'TEST BRANDCODE @1607639232356',
                'MOMOFUKU', 'POPSICLE', 'MUG Root Beer', 'TOMS',
                 'TEST BRANDCODE @1606765579244', 'TEST BRANDCODE @1597342520305',
                'PROMISE', 'OFF THE EATEN PATH', 'TEST BRANDCODE @1600291350125',
                'TEST BRANDCODE @1603760319758', "NANCY'S",
                'CAMPBELLS CHUNKY MAXX', 'FOOD NETWORK KITCHEN INSPIRATIONS',
                'TEST BRANDCODE @1597935986390', 'TEST BRANDCODE @1598633693744',
                'SABRITAS', 'GEVALIA KAFFE', 'TEST BRANDCODE @1598290603501',
                "O THAT'S GOOD", "CHESTER'S", "MISS VICKIE'S", "SIR KENSINGTON'S",
                'DORITOS', 'A.1.', 'TEST BRANDCODE @1598290603587', 'LOOZA JUICES',
                'ALEVE', 'SOFT-SHEEN CARSON - HAIR COLOR',
                'TEST BRANDCODE @1604946245499', '',
                 'TEST BRANDCODE @1598639199117', 'PULL UPS',
                 'TEST BRANDCODE @1605535020629', 'BRISK', 'CHRISXYZ', "BULL'S-EYE",
                'KLONDIKE', 'FRUTTARE', '511111305569', 'KNOX', '511111505716',
                'PLANTERS', 'DEGREE', "CALEB'S KOLA", 'LEMON LEMON', 'VASELINE',
                 '511111005216', 'TEST BRANDCODE @1607312532178', 'PINESOL',
                'TEST BRANDCODE @1595340086791', '511111005148', 'ESSIE',
                '0987654321', 'CAMPBELLS WELL YES',
                'TEST BRANDCODE @1607312532304', 'TEST BRANDCODE @1598026274643',
                'TEST BRANDCODE @1601644881995', 'BEEF STEAK', "POND'S",
                'L'OREAL PARIS - COSMETICS', '511111605829',
                'TEST BRANDCODE @1595340086078', 'TEST BRANDCODE @1602694020787',
                'TEST BRANDCODE @1601939013649', 'SNACK FACTORY', 'MILLER64',
                "I CAN'T BELIEVE IT'S NOT BUTTER!", '5111111805786',
                 'TEST BRANDCODE @1610496647142', 'TEST BRANDCODE @1610496646289',
                'TEST BRANDCODE @1610496646345', 'TEST BRANDCODE @1610496646232', 'TEST BRANDCODE @1610495466218', 'TEST BRANDCODE @1610495102462',
                 'TEST BRANDCODE @1610495466250', 'KRAFT MIRACLE WHIP',
                 'TEST BRANDCODE @1598042674173', 'TEST BRANDCODE @1598635634796',
                'SHEAF STOUT', 'CHEETOS', 'NATURES HARVEST', '511111605058',
                'TEST BRANDCODE @1598639198570', 'TEST BRANDCODE @1599097538609',
                'SCOTT', 'TEST BRANDCODE @1607639231674', 'EPIC', 'GROLSCH',
                'TEST BRANDCODE @1603760320407', 'MAGNUM',
                'TEST BRANDCODE @1603925787411', 'TEST BRANDCODE @1610495466861',
                 'TEST BRANDCODE @1610495102526', 'TEST BRANDCODE @1610495102491',
```

```
'TEST BRANDCODE @1610495466175', 'TEST BRANDCODE @1610495103255',
'TEST BRANDCODE @1610495466285', 'TEST BRANDCODE @1610049748118',
'TEST BRANDCODE @1610049748181', 'TEST BRANDCODE @1610049748154', 'TEST BRANDCODE @1610049748724', 'TEST BRANDCODE @1610053719707',
'TEST BRANDCODE @1607987891932', 'TEST BRANDCODE @1607987891893',
'TEST BRANDCODE @1607987891852', 'TEST BRANDCODE @1607987892541',
'TEST BRANDCODE @1607707829962', "KILLIAN'S",
'TEST BRANDCODE @1597861700880', "KRAFT SHAKE 'N BAKE", 'HP',
'DRUMSTICK CEREAL', 'ALEVE D SINUS & COLD', 'CHEEZ WHIZ',
'TEST BRANDCODE @1607463685522', 'COOL WHIP', 'TRIX',
'FLINTSTONES', 'ABSOLUT® GRAPEFRUIT', 'ALTOS', 'DEL MAGUEY',
'JAMESON® BLACK BARREL ', 'JAMESON', 'MONKEY 47', 'MALIBU',
'LILLET', '511111705161', 'AMP2', 'TEST BRANDCODE @1597861700940',
'TEST BRANDCODE @1604437351567', 'KELSEN', '5111111405818',
'ALEVE DIRECT THERAPY PAIN RELIEF DEVICES', 'COLORADO NATIVE'.
'SOBE', 'KNUDSEN', '511111105763', '511111005421', "CAP'N CRUNCH",
"MRS BAIRD'S", 'TRESEMME', 'PURE LEAF Iced Tea Beverages',
'ONE A DAY KIDS', 'TEST BRANDCODE @1599159968998', 'LIFEWTR',
'511111804994', 'SIMILAC', 'CORICIDIN HBP',
'TEST BRANDCODE @1601939016290', 'BADEDAS',
'TEST BRANDCODE @1604946244876', 'BENIHANA', 'MOUNTAIN HIGH',
'TOSTITOS', 'TEST BRANDCODE @1603760319788', 'GERBER BABY FOOD',
'PACE', 'CAMPBELLS SLOW KETTLE ', 'ARCHWAY', 'BAYER® ASPIRIN',
'TEST BRANDCODE @1610055793449', 'TEST BRANDCODE @1610055793411',
'TEST BRANDCODE @1610055793500', 'TEST BRANDCODE @1610055794196', 
'TEST BRANDCODE @1610055793537', 'TEST BRANDCODE @1610058181549',
'TEST BRANDCODE @1610053719944', 'TEST BRANDCODE @1610053719998',
'TEST BRANDCODE @1610053719869', 'TEST BRANDCODE @1610053721033',
'DEPEND', 'TEST BRANDCODE @1608313322283',
'TEST BRANDCODE @1608313321374', 'TEST BRANDCODE @1608313321191',
'TEST BRANDCODE @1608313321301', 'TEST BRANDCODE @1608313321222',
'NATURE VALLEY', 'TEST BRANDCODE @1598633693767',
'TEST BRANDCODE @1598633693791', 'ANZIO', '511111705000',
"HERSHEY'S WHIPPED TOPPING", 'TEST BRANDCODE @1598633693720',
'TEST BRANDCODE @1605535020671', 'IMPERIAL', 'ALEVE PM NIGHT TIME', 'TEST BRANDCODE @1603925787294', 'APOTHECARE ESSENTIALS',
"HENRY WEINHARD'S", 'CAMPBELLS CHUNKY ', 'ONE A DAY® WOMENS',
'TEST BRANDCODE @1595340085980', 'KINGSFORD', 'YOPLAIT GO-GURT',
'FRITO-LAY', 'GREY POUPON', 'TEST BRANDCODE @1598296704763',
'BERROCA®', 'PROPEL', "MILWAUKEE'S BEST", 'SPITZ', 'IMAGINE',
'TEST BRANDCODE @1597342520969', 'TUSK & GRAIN', "REDD'S ALE",
'LANCE', 'PACIFIC FOODS', 'YOPLAIT DUNKERS',
'TEST BRANDCODE @1598554813705', 'LIPTON Soup', 'MINIONS CEREAL',
'LOVE HOME AND PLANET', 'TEST BRANDCODE @1595968943012',
'ONETOUCH', 'TEST BRANDCODE @1597935986248', 'KRAFT', 'BASIC 4',
'WOLFGANG PUCK', 'TEST BRANDCODE @1601659120828',
'TEST BRANDCODE @1603925787441', 'THE SOULFUL PROJECT',
'TEST BRANDCODE @1598633602924', 'DREAM WHIP',
'TEST BRANDCODE @1597527951461', 'TEST BRANDCODE @1607639231623',
'KJELDSEN', 'TEST BRANDCODE @1598635435896',
'TEST BRANDCODE @1599849713773', 'TEST BRANDCODE @1607636369405',
'TEST BRANDCODE @1601644363827', 'PEPPERIDGE FARM',
'TEST BRANDCODE @1611088503689', 'TEST BRANDCODE @1605535020580'.
'MILLER HIGH LIFE', 'QUAKER', '511111705727', 'ATHENOS',
'TEST BRANDCODE @1599159969028', 'TEST BRANDCODE @1597350074404'
'SEDAL', 'RED ROCK DELI', 'ALKA SELTZER PLUS SINUS CAP/ GEL/ TAB',
'TEST BRANDCODE @1598633602253', 'SMARTFOOD',
'TEST BRANDCODE @1598042673532', 'TEST BRANDCODE @1601939762881',
'OSCAR MAYER', 'LECH PREMIUM', '511111805137', 'HEINERS',
'PARENTS', 'PIONEER WOMAN', 'TEST BRANDCODE @1611088504474',
```

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'511111605102', 'HOP VALLEY', 'TEST BRANDCODE @1597861700914',
'YUBAN', '511111105114', 'TEST BRANDCODE @1603760319682',
'TEST BRANDCODE @1598716509394', 'TIGI', "AUTUMN'S GOLD",
'BROOKE BOND', '511111105046', 'TEST BRANDCODE @1595968943049',
'AMPTEST', 'COORS', 'BOLT 24', 'MIST TWST',
'TEST BRANDCODE @1608136484526', 'TEST BRANDCODE @1608136485398',
'TEST BRANDCODE @1608136484574', 'SARGENTO',
'TEST BRANDCODE @1608136484633', 'TEST BRANDCODE @1608136484689',
'TEST BRANDCODE @1610038521565', 'TEST BRANDCODE @1610038521677', 'TEST BRANDCODE @1610038522559',
'TEST BRANDCODE @1610040576117', 'TEST BRANDCODE @1610040576672',
'TEST BRANDCODE @1610040576088', 'TEST BRANDCODE @1610040576148', 'TEST BRANDCODE @1610040576053', 'ALKA SELTZER PLUS',
'TEST BRANDCODE @1610653897113', 'TEST BRANDCODE @1610653894519',
'TEST BRANDCODE @1610660035659', 'TEST BRANDCODE @1610653894662', 'TEST BRANDCODE @1610653894371', 'TEST BRANDCODE @1601659122798',
'COCOA PUFFS', 'TEST BRANDCODE @1601659120793', 'JAYS', 'KNORR',
'CRISTAL', 'TEST BRANDCODE @1607312532874', 'BOCA', 'ALEXA', 'KIX',
'TEST BRANDCODE @1595531348246', "GRANDMA'S",
'TEST BRANDCODE @1602694015178', "SHARP'S NEAR BEER", 'BAILEYS',
'FINISH', 'TEST BRANDCODE @1598639197926',
'TEST BRANDCODE @1602694015743', 'JELL-O',
'TEST BRANDCODE @1601644364536', 'TEST BRANDCODE @1603925787997',
'GOLDFISH', 'TEST BRANDCODE @1598633602304',
'TEST BRANDCODE @1601659120694', 'CAPE LINE',
'TEST BRANDCODE @1597935987233', 'NEAR EAST', '511111505150',
'CLOROX', 'MAY-BUD', 'TEST BRANDCODE @1599849713798', 'GATORADE',
'TEST BRANDCODE @1597342520132', 'GARDEN FRESH GOURMET',
'AUNT JEMIMA DRY BREAKFAST MIXES', 'OLDE ENGLISH',
'TEST BRANDCODE @1600291349255', 'MATADOR', '511111305286',
"REESE'S PUFFS", 'GOLDEN GRAHAMS', 'TEST BRANDCODE @1598026274692',
'511111805342', 'TEST BRANDCODE @1598554813744', 'RICE-A-RONI',
'STELLA DORO', 'TEST BRANDCODE @1598813526686',
'TEST BRANDCODE @1604437351678', 'CAMPBELLS READY MEALS',
'RESOLVE', 'MAUI STYLE', 'CULTURE REPUBLICK', 'WHEATIES',
'TEST BRANDCODE @1601644882062', 'TEST BRANDCODE @1601939013444',
'511111805571', 'TEST BRANDCODE @1598635634821',
'TEST BRANDCODE @1607707830844', 'ZIMA',
'TEST BRANDCODE @1598026274609', 'CHESTERS',
'TEST BRANDCODE @1601644363784', 'CAPE COD',
'COUNTRY CROCK PLANT BUTTER', '511111205388'
'CHOCOLATE LUCKY CHARMS', 'TEST BRANDCODE @1598554813535',
'TEST BRANDCODE @1610493496975', 'TEST BRANDCODE @1610495102411',
'TEST BRANDCODE @1610494831056', 'TEST BRANDCODE @1610494831082', 'TEST BRANDCODE @1610494831023', 'TEST BRANDCODE @1610493497005', 'TEST BRANDCODE @1610493497517', 'TEST BRANDCODE @1610493497034',
'TEST BRANDCODE @1610494830985', 'TEST BRANDCODE @1610494831583',
'TEST BRANDCODE @1608313051339', 'TEST BRANDCODE @1608313051291'
'TEST BRANDCODE @1608313052049', 'TEST BRANDCODE @1608313051133',
'TEST BRANDCODE @1608313051244', 'BALL PARK',
'TEST BRANDCODE @1598290603618', 'HIDDEL BARREL COLLECTION',
'LAUNCH BOX', 'SIMPLE', 'SALON SELECTIVES', 'CRACKER BARREL',
'HUGGIES LITTLE SWIMMERS', 'TEST BRANDCODE @1598042673502',
'TEST BRANDCODE @1607707830173', 'SHREDS', 'BAKEN ETS',
'HONEY NUT CHEERIOS', 'DASH-2249 1 BRAND 1', 'CRACKER JACK',
'GERBER GOOD START', 'TEST BRANDCODE @1598554813654',
'TEST BRANDCODE @1598635436505', 'TEST BRANDCODE @1597527951436',
'BETTER HOMES & GARDENS', 'BIMBO', "LEINENKUGEL'S", 'NESTLE NAN',
'TEST BRANDCODE @1598042673466', 'JET-PUFFED',
'TEST BRANDCODE @1601644882548', 'HEALTH',
```

```
'TEST BRANDCODE @1601644882019', 'TEST BRANDCODE @1601644363876',
'511111705444', 'MUNCHIES', '511111605775',
'TEST BRANDCODE @1607463684816', 'TEST BRANDCODE @1598633694347',
'TEST BRANDCODE @1598296704639', "ANNIE'S",
'TEST BRANDCODE @1598881562991', 'TEST BRANDCODE @1598813526656',
'MIDOL', 'TWISTED RANCH', 'EMERALD',
'TEST BRANDCODE @1598881562500', 'TEST BRANDCODE @1598711015538',
'HERSHEYS HOT COCOA', 'PG TIPS', 'MUNCHOS', 'LUNCHABLES',
'WOOLITE', '511111104971', 'HUGGIES',
'TEST BRANDCODE @1598711015353', 'TEST BRANDCODE @1605535021531',
'BISCA', 'TEST BRANDCODE @1598881563900',
'TEST BRANDCODE @1601939762909', 'PERONI',
'TEST BRANDCODE @1598554814581', 'TEST BRANDCODE @1607463684722',
'BETTY CROCKER GUSHERS', 'TEST BRANDCODE @1597861701615',
'LUCKY CHARMS', 'BACK TO NATURE DINNERS',
'TEST BRANDCODE @1597350074366', 'TEST BRANDCODE @1606765578747',
'511111305125', 'GRANDMA SYCAMORE', 'MERMAID CEREAL',
'TEST BRANDCODE @1597350074237', 'AQUAFINA', 'SOBE',
'511111905240', 'TEST BRANDCODE @1599849713825',
'CAMPBELLS DINNER SAUCES ', 'WILD STYLE', 'DOVE BODY',
'TEST BRANDCODE @1601939012950', 'TEST BRANDCODE @1597342520238',
'WEIGHT WATCHERS SMART ONES', 'ALEVE LIQUID GELS', 'SANTITAS',
'FRUIT LOVE', 'TROPICANA', 'RAISIN NUT BRAN', '5111111405696',
'VELVEETA', 'GOOD HUMOR', 'JUST CRACK AN EGG',
'TEST BRANDCODE @1604946244789', '511111305071'
'TEST BRANDCODE @1598813526618', 'PEPSI', "MOTT'S", 'RIBERHUS',
"HERSHEY'S PUDDING", 'TEST BRANDCODE @1599097538395',
'TEST BRANDCODE @1607636368260', 'GO & GROW',
'TEST BRANDCODE @1595968943087', 'COUNTRY CROCK', "STACY'S",
"MR. YOSHIDA'S", 'TEST BRANDCODE @1604437352151',
'TEST BRANDCODE @1595531348410', 'TEST BRANDCODE @1598296705444',
'LEA & PERRINS', 'HEINZ', 'SARA LEE ',
'TEST BRANDCODE @1602694015481', 'OVEN FRY',
'TEST BRANDCODE @1598716510157', 'TWO HATS',
'STARBUCKS Bottled Drinks', 'FRITOS', 'PASTA RONI', 'BRAND CODE',
'ALLRECIPES', 'V8 V FUSION', 'TEST BRANDCODE @1599097538537',
'H20H', 'MILLER GENUINE DRAFT', 'TEST BRANDCODE @1603760319814',
'AMAZING GRAINS', 'TEST BRANDCODE @1595531348374',
'CHOCOLATE CHEERIOS', 'ONE', 'KEYSTONE ICE', 'DIGIORNO CHEESE',
'CALEBS KOLA', 'TEST BRANDCODE @1611088503776', 'PILSNER URQUELL',
'TEST BRANDCODE @1597935986474', ' MILANO', 'GENERAL MILLS CEREAL',
'TEST BRANDCODE @1598635635448', 'CLEAR',
'ARNOLD PALMER SPIKED HALF & HALF ORIGINAL', 'ABSOLUT® LIME',
'ABSOLUT® JUICE STRAWBERRY', 'ABSOLUT® ORIGINAL',
'ABSOLUT® MANDRIN', 'ABSOLUT ELYX', 'ABSOLUT® JUICE APPLE',
'ABERLOUR', 'JAMESON COLD BREW ', 'JEFFERSON'S RESERVE',
'CAMPO VIEJO', 'KAHLUA', 'MUMM NAPA ', 'MALFY', 'MALIBU® LIME',
'MALIBU® STRAWBERRY', 'REDBREAST 12YO'
'TEST BRANDCODE @1597527951412', 'SOL',
'TEST BRANDCODE @1599159969725', "WYLER'S",
'TEST BRANDCODE @1601939762943', 'FAT RABBIT', 'TOTAL',
'TEST BRANDCODE @1598635435829', 'TEST BRANDCODE @1607708191093',
'MALIBU® PINEAPPLE', 'PURE BLISS', 'ROYAL DANSK',
'TEST BRANDCODE @1598711015578', 'DEVOUR', 'CAMPBELLS',
'TEST BRANDCODE @1595340086011', 'STUBBORN SODA', 'AVION',
'TEST BRANDCODE @1610039590413', 'TEST BRANDCODE @1610039590349',
'TEST BRANDCODE @1610039590443', 'TEST BRANDCODE @1610039590383', 'TEST BRANDCODE @1610039590990', 'TEST BRANDCODE @1610495622485',
'TEST BRANDCODE @1610496646104', 'TEST BRANDCODE @1610495622510',
'TEST BRANDCODE @1610495623019', 'TEST BRANDCODE @1610495622536',
```

```
'TEST BRANDCODE @1610495622560', 'ONE A DAY', '511111705239',
'COUNTRY CROCK ORIGINAL', "HELLMANN'S/BEST FOODS",
'TEST BRANDCODE @1597527951382', 'TEST BRANDCODE @1601644882040',
'TEST BRANDCODE @1597527952048', 'TEST BRANDCODE @1595968943787',
'TALENTI', 'TEST BRANDCODE @1598635634767', '511111305842',
'RED DOG', 'SMITH & FORGE', 'LIPTON Iced Tea Beverages', 'RUFFLES',
'V8 PLUS ENERGY ', 'POP SECRET', 'TEST BRANDCODE @1601939763539',
'CAPRI SUN', 'NUT HARVEST', 'TEST BRANDCODE @1598881563437',
'TEST BRANDCODE @1600291349208', 'HENRY WEINHARDS',
'TEST BRANDCODE @1599097539367', '511111905035', 'FRUITY CHEERIOS',
'FLINTSTONES MULTIVITAMIN GUMMY', "FOSTER'S",
'F WHITLOCK AND SONS', 'TEST BRANDCODE @1610046687007',
'TEST BRANDCODE @1610046687035', 'TEST BRANDCODE @1610046686980',
'TEST BRANDCODE @1599097538572', "I CAN'T BELIEVE IT'S NOT BUTTER",
'TEST BRANDCODE @1607463684777', 'BAKEN-ETS', 'LIBERTE',
'APPLE CINNAMON CHEERIOS', 'ST STEFANUS',
'DOLE CHILLED FRUIT JUICES', 'SUAVE', 'CLASSICO', 'STROEHMANN',
'BUBLY', '1915 BOLTHOUSE FARMS', 'TEST BRANDCODE @1610046687624'
'TEST BRANDCODE @1610046686954', 'TEST BRANDCODE @1610049748079',
'MIRALAX LAXATIVES', 'TEST BRANDCODE @1607708191128',
'TEST BRANDCODE @1607708191160', 'TEST BRANDCODE @1607708191197',
'TEST BRANDCODE @1607708191721', 'TEST BRANDCODE @1610562208718',
'TEST BRANDCODE @1610653894219', 'TEST BRANDCODE @1610562208600',
'TEST BRANDCODE @1610562208645', 'TEST BRANDCODE @1610562209325',
'TEST BRANDCODE @1610660035788', 'TEST BRANDCODE @1610660036398',
'TEST BRANDCODE @1610718082494', "T.G.I. FRIDAY'S", 'CUSQUENA',
'ARNOLD', 'MC CAFE', 'O-KE-DOKE', 'TEST BRANDCODE @1607312532260',
'ALKA SELTZER ADULT HEARTBURN CHEWS/ GUMMY/ TAB',
'TEST BRANDCODE @1595531348450', 'TEST BRANDCODE @1598635435926',
'TEST BRANDCODE @1607636368136', 'OATMEAL CRISP',
'TEST BRANDCODE @1609794603283', "PHILLIPS'®DIGESTIVE",
'TEST BRANDCODE @1610660035741', 'TEST BRANDCODE @1609794603237',
'TEST BRANDCODE @1609794603367', 'TEST BRANDCODE @1609794603327',
'TEST BRANDCODE @1609794603942', 'TEST BRANDCODE @1610038521409', 'TEST BRANDCODE @1610718082601', 'TEST BRANDCODE @1610718083279',
'TEST BRANDCODE @1610718082685', 'TEST BRANDCODE @1610718082644',
'TEST BRANDCODE @1610135036684', 'TEST BRANDCODE @1610493496943', 'TEST BRANDCODE @1610493089082', 'TEST BRANDCODE @1610135035614',
'TEST BRANDCODE @1610135035679', 'TEST BRANDCODE @1610135035546',
'TEST BRANDCODE @1610493088287', 'TEST BRANDCODE @1610493088459'
'TEST BRANDCODE @1610493088421', 'TEST BRANDCODE @1610493088494',
'TEST BRANDCODE @1610058181760', 'TEST BRANDCODE @1610135035332',
'TEST BRANDCODE @1610058182453', 'TEST BRANDCODE @1610058181682', 'TEST BRANDCODE @1610058181719', 'HERSHEYS CEREAL',
'TEST BRANDCODE @1598296704728', 'AMP', '511111905318', 'AXE',
'TEST BRANDCODE @1598635435855', 'TEST BRANDCODE @1606765582946',
"ALEXA-0'S", '511111005704', '511111805069', 'STEEL RESERVE',
'POP WORKS & COMPANY', 'SABRITONES', '511111205456', 'SURE-JELL',
'TERRAPIN', 'SMART MADE', '511111405023', 'LOVE BEAUTY AND PLANET',
'PROTEIN ONE', '511111605492', 'TEST BRANDCODE @1603925787381',
'KOOL-AID', 'TEST BRANDCODE @1601939013241', 'ABSOLUT® CITRON',
'AVION R44', 'TEST BRANDCODE @1607639231710', 'MILLER FORTUNE',
'LEVER 2000', 'A+D', 'PULLUPS', 'TEST BRANDCODE @1606765578435',
'MOUNTAIN DEW', 'SUN CHIPS', 'TEST BRANDCODE @1598813527796',
'PURE LEAF Tea Leaves', 'CORN NUTS', "BREAKSTONE'S", 'SPARKS',
'TEST BRANDCODE @1598716509358', 'MAXWELL HOUSE',
'TEST BRANDCODE @1599849714378', 'TEST BRANDCODE @1598711015496',
'CONTINENTAL SOUP', 'GARNIER - HAIR COLOR', 'AFRIN® NASAL SPRAY',
'GOODBELLY', 'NEXXUS', 'V8', "COLMAN'S", 'PREGO',
```

```
'TEST BRANDCODE @1606765578985', 'BRUMMEL & BROWN', 'YO YOPLAIT',
'511111805298', 'TEST BRANDCODE @1604946244833',
'ALKA SELTZER COLD AND FLU TAB/ CAPS/ GEL',
'TEST BRANDCODE @1595531349206', '511111905806', '09090909090',
'511111105831', 'DIETCHRIS2', 'BOLD BUTCHER', "LAY'S",
"BEN & JERRY'S", 'TEST BRANDCODE @1598716509304', 'FRS920',
'TEST BRANDCODE @1598042673378', 'V8 HYDRATE', 'COUNTRY TIME',
'TEST BRANDCODE @1611088503732', 'NAKED JUICE', 'BREYERS',
'TEST BRANDCODE @1604437351646', '511111105275',
'GIRL SCOUT CEREAL', 'MILLER LITE', 'THIRD SHIFT', 'GOODNITES',
'TEST BRANDCODE @1599159969061', 'TEST BRANDCODE @1604434433706',
'MAYBELLINE', 'YOPLAIT', 'TEST BRANDCODE @1598290604214',
'TEST BRANDCODE @1607463684591', 'L'OREAL PARIS - HAIR COLOR',
'ALEVE CAPLETS, TABLETS, AND GEL CAPS', '511111605263',
'TEST BRANDCODE @1598633602226', 'TEST BRANDCODE @1607987891733',
'SAINT ARCHER', 'PHILADELPHIA', 'LATE JULY', 'FREIHOFERS',
'TYSKIE GRONIE', 'KLEENEX', 'TEST BRANDCODE @1601659120870',
'EL ISLENO', "MAISER'S ", 'TEST BRANDCODE @1601939762976', 'VIVA',
'POISE', 'TEST BRANDCODE @1607639231747', 'ORE-IDA',
'511111605331', 'BIAGLUT', 'BITTEN', 'TANG', 'PLUM ORGANICS',
'THE GLENLIVET CARIBBEAN RESERVE',
"THE GLENLIVET® FOUNDER'S RESERVE", 'THE GLENLIVET® 12 YEAR ',
'TASSIMO', 'DIPPIN DOTS', 'STOVE TOP', 'BROWNBERRY',
'TEST BRANDCODE @1601644363664', 'OUI BY YOPLAIT',
'CERVEZA AGUILA', 'TEST BRANDCODE @1598716507602'
'TEST BRANDCODE @1600291349297', 'ICEHOUSE', 'FDS',
'BOLTHOUSE FARMS', 'Q-TIPS', "HOFFMAN'S",
'BETTY CROCKER FRUIT BY THE FOOT', 'ZUMBIDA',
'TEST BRANDCODE @1598296704794', 'TEST BRANDCODE @1607636368759',
'KRUNCHERS', 'TEST BRANDCODE @1607312532218', 'FUNYUNS',
'CAMPBELLS SPAGHETTIOS', 'BRUMMEL AND BROWN',
'TEST BRANDCODE @1597350074997', 'TEST BRANDCODE @1598711019491',
'SIERRA MIST', 'TEST BRANDCODE @1598881572443',
'TEST BRANDCODE @1598290603646', 'TEST BRANDCODE @1599159969108',
'OROWEAT', 'ROLD GOLD', 'TEST BRANDCODE @1611088503815',
'TEST BRANDCODE @1602694015992', 'TEST BRANDCODE @1595968942896',
'V8 SPLASH', 'KOTEX', '511111505082', 'OCEAN SPRAY',
'511111305798', 'BAGEL BITES', 'POLLY-O', 'SUNSILK', "BAKER'S",
'ECCE PANIS', '511111405306', 'AIR WICK', "HAMM'S",
'TEST BRANDCODE @1599849713740', 'MONSTERS CEREAL',
' TAZO BOTTLED TEAS', 'TONI&GUY', '5111111005377', '5111111905479',
'TEST BRANDCODE @1597935986434', "MICKEY'S", 'CRYSTAL LIGHT',
'COORS EXTRA GOLD', 'D ITALIANO', 'TEST BRANDCODE @1600291349043',
'CLAUSSEN', 'BLUE MOON', 'DIPPIN DOTS CEREAL',
'TEST BRANDCODE @1598639215217', 'LIPTON TEA Leaves',
'TEST BRANDCODE @1613158231644'], dtype=object)
```

```
In [ ]: b = items['brandCode'].dropna()
b.unique()
```

```
array(['MISSION', 'BRAND', 'KRAFT EASY CHEESE', 'PEPSI', 'DORITOS',
       'KLEENEX', 'WINGSTOP', 'GERM-X', 'BEN AND JERRYS', 'BORDEN',
       'KNORR', 'KLARBRUNN', 'HY-VEE', 'LIGHT & FIT GREEK',
       "CONNIE'S PIZZA", "VAN DE KAMP'S", 'HATCH FARMS', "KELLOGG'S",
       'TEMPTATIONS', "NATURE'S PATH ORGANIC", 'DOLE', 'EL MONTEREY'
       'BIGELOW', 'HY-VEE SELECT', 'KIKKOMAN', 'SPECIAL K', 'SWANSON',
       'YUBAN', 'HILLSHIRE FARM', 'JUST BARE', "LAURA'S LEAN BEEF",
       'CAL-ORGANIC FARMS', 'DOLE CHILLED FRUIT JUICES', "BUSH'S BEST",
       'FOLGERS', 'KASHI', 'LIPTON', 'KRAFT', 'GREEN GIANT',
       'HARVEST SNAPS', "THAT'S SMART!", 'TOSTITOS', 'ADVIL',
       'CHICKEN OF THE SEA', 'RICE-A-RONI', 'STARKIST', 'TIC TAC',
       'SO DELICIOUS', 'WONDERFUL', 'LIGHT & FIT', 'HANOVER',
       'HIDDEN VALLEY', 'DANNON', 'KETTLE BRAND', 'FAGE', 'ORAL-B GLIDE',
       "CAMPBELL'S", "FRENCH'S", 'CRISPIX', 'KING ARTHUR FLOUR',
       'KITCHEN BASICS', 'MCCORMICK', 'OLD EL PASO', 'PEPPERIDGE FARM',
       'STOVE TOP', 'ZESTA', 'AZTECA', 'BUNNY', 'NATURE VALLEY',
       'HONEY BUNCHES OF OATS', 'SIMPLE TRUTH ORGANIC', 'BOTA BOX',
       'DARE', 'LINDT', 'ARNOLD', 'ORGANIC ROOT STIMULATOR',
       'GREY POUPON', "MERKT'S", 'MORTON', 'FRONTERA', 'KARO', 'KLONDIKE',
       'CHEESE', 'CRACKER BARREL', "FLORIDA'S NATURAL", 'BLUE DIAMOND',
       'LUNDBERG FAMILY FARMS', 'NUTRI-GRAIN', 'QUAKER', 'DIGIORNO',
       'KEMPS', 'THAI KITCHEN', 'PHILADELPHIA', "THOMAS'", 'POWER CRUNCH',
       'GERBER', 'TACO BELL', 'ORGANICVILLE', 'PURINA ONE', 'DR PEPPER',
       'COTTONELLE', 'C&H', 'CHEERIOS', 'SIMPLE TRUTH', "STOUFFER'S",
       'PRINGLES', "HELLMANN'S/BEST FOODS", 'MCCORMICK GRILL MATES',
       'THOMAS ENGLISH MUFFINS', "MARTINELLI'S", 'COOL WHIP',
       "MARIE CALLENDER'S", "HEMPLER'S", 'JIMMY DEAN', 'SIGNATURE',
       'FRESH EXPRESS', 'MOUNTAIN DEW', 'JELL-O', 'CLASSICO', 'NABISCO',
       'RITZ TOASTED CHIPS', 'LUNCHABLES', 'RAGU', 'KRUSTEAZ',
       'OSCAR MAYER', 'PILLSBURY', 'TILLAMOOK', 'TYSON',
       'BEAR CREEK COUNTRY KITCHENS', 'BIC', 'GENERAL MILLS',
       "JACK LINK'S", 'PLANTERS', 'PROGRESSO', 'RENUZIT', "BRASWELL'S",
       'JOHNSONVILLE', 'OREO', 'THOMAS', 'FRANZ', 'BETTY CROCKER', 'CHEX',
       'CINNAMON TOAST CRUNCH', 'TROLLI', 'VELVEETA', 'ORBIT', 'WISHBONE',
       "WELCH'S", 'PEARLS', 'NUTELLA', 'KRAZY GLUE', 'PREGO'
       'VITAL FARMS ALFRESCO EGGS', 'OVALTINE', 'LA BANDERITA',
       'GRIMMWAY FARMS', 'EGGO', 'PACIFIC FOODS', 'SABRA',
       "MRS. RENFRO'S", "REESE'S", 'KIT KAT', 'ORE-IDA',
       'FORTUNE YAKISOBA', 'FINISH', 'POMPEIAN', 'JUST CRACK AN EGG',
       'SIMPLY POTATOES', 'CHIQUITA', 'CHEEZ-IT', 'FRESH STEP',
       'SIGNATURE KITCHEN', 'ENERGIZER MAX', "HERSHEY'S KISSES", 'KERR',
       'PRIVATE SELECTION', 'SKITTLES', 'KROGER', 'JOHN SOULES FOODS',
       'COLEMAN NATURAL', 'SPARKLING ICE', 'SARGENTO',
       "STOUFFER'S CLASSICS", "BOAR'S HEAD", "JACK DANIEL'S READY TO EAT",
       'ESSENTIAL EVERYDAY', "EGGLAND'S BEST", "MRS. CUBBISON'S",
       'GALLO FAMILY VINEYARDS', 'LITEHOUSE', 'CADBURY', 'TOP FLIGHT',
       'CHEETOS', 'LINDSAY', 'HEWLETT PACKARD', 'PLAYTEX'
       'CREST 3D WHITE', 'HORMEL', 'SMITHFIELD', 'JENNIE-O', 'COKE',
       'DIET COKE', 'V8', 'R.W. KNUDSEN', '7UP', 'HAWAIIAN',
       'TAYLOR FARMS', 'RITZ', 'ARROWHEAD', 'EDWARDS', 'TOLL HOUSE',
       'NESTLE', "SCHWEBEL'S", "MARIE'S", 'JELLY BELLY', 'KERRYGOLD',
       'CARAMELLO', 'CALIFIA FARMS', "FAMOUS DAVE'S", 'BANZA',
       'AMERICAN BEAUTY', 'DELI', 'HERITAGE FARM', 'ROSARITA', 'SHOPRITE',
       'HUGGIES', 'VIVA'], dtype=object)
```

```
['TACO BELL',
Out[]:
          'COTTONELLE',
          'SWANSON',
          'KETTLE BRAND',
          'DORITOS',
          'KLONDIKE',
          'PLANTERS',
          'CHEETOS',
          'COOL WHIP',
          'TOSTITOS',
          'NATURE VALLEY',
          'GREY POUPON',
          'PACIFIC FOODS',
          'KRAFT',
          'PEPPERIDGE FARM',
          'QUAKER',
          'OSCAR MAYER',
          'YUBAN',
          'SARGENTO',
          'KNORR',
          'FINISH',
          'JELL-O',
          'RICE-A-RONI',
          'CRACKER BARREL',
          'LUNCHABLES',
          'HUGGIES',
          'VELVEETA',
          'JUST CRACK AN EGG',
          'PEPSI',
          "HELLMANN'S/BEST FOODS",
          'DOLE CHILLED FRUIT JUICES',
          'CLASSICO',
          'ARNOLD',
          'MOUNTAIN DEW',
          'V8',
          'PREGO',
          'PHILADELPHIA',
          'KLEENEX',
          'VIVA',
          'ORE-IDA',
          'STOVE TOP']
```

# **Data Cleaning**

```
In [ ]: users = pd.read_csv('users.csv')
    brands = pd.read_csv('brands.csv')
    receipts = pd.read_csv('receipts.csv')
    items_df = pd.read_csv('items.csv')
```

# **Users**

```
In [ ]: users.head()
```

Out[ ]:	active		role	signUpSource	state	_id	createdDate	lastLogin
	0	True	consumer	Email	WI	5ff1e194b6a9d73a3a9f1052	2021-01-03 15:24:04.800	2021-01-03 15:25:37.857999872
	1	True	consumer	Email	WI	5ff1e1eacfcf6c399c274ae6	2021-01-03 15:25:30.554	2021-01-03 15:25:30.596999936
	2	True	consumer	Email	WI	5ff1e1e8cfcf6c399c274ad9	2021-01-03 15:25:28.354	2021-01-03 15:25:28.392000000
	3	True	consumer	Email	WI	5ff1e1b7cfcf6c399c274a5a	2021-01-03 15:24:39.626	2021-01-03 15:24:39.664999936
	4	True	consumer	Email	WI	5ff1e1f1cfcf6c399c274b0b	2021-01-03 15:25:37.564	2021-01-03 15:25:37.599000064

### **Users Data Schema**

- \_id: user Id
- state: state abbreviation
- createdDate: when the user created their account
- lastLogin: last time the user was recorded logging in to the app
- role: constant value set to 'CONSUMER'
- active: indicates if the user is active; only Fetch will de-activate an account with this flag

```
users.info()
In [ ]:
        <class 'pandas.core.frame.DataFrame'>
        RangeIndex: 495 entries, 0 to 494
        Data columns (total 7 columns):
            Column
                        Non-Null Count Dtype
                         -----
        ---
            -----
        0
            active
                        495 non-null
                                         bool
            role
                        495 non-null
                                        object
         2
            signUpSource 447 non-null
                                        object
                        439 non-null
            state
                                        object
            id
                        495 non-null
                                         object
            createdDate 495 non-null
                                         object
            lastLogin
                         433 non-null
                                         object
        dtypes: bool(1), object(6)
        memory usage: 23.8+ KB
        users.isna().sum()
In [ ]:
        active
                        0
Out[]:
        role
                        0
        signUpSource
                       48
        state
                       56
        id
                        0
        createdDate
                        0
        lastLogin
                       62
        dtype: int64
        users.describe(include='all')
```

Out[ ]:	active		role	signUpSource	state	_id	createdDate	lastl
	count	495	495	447	439	495	495	
	unique	2	2	2	8	212	212	
	top	True	consumer	Email	WI	54943462e4b07e684157a532	2014-12-19 14:21:22.381	2021-( 16:52:23.2040(
	freq	494	413	443	396	20	20	

Checking Value Counts for some columns

```
In [ ]: for col in ['active', 'role', 'signUpSource']:
            print(f"{col}: {users[col].value_counts()}")
        active: active
                 494
        True
        False
                   1
        Name: count, dtype: int64
        role: role
        consumer
                       413
        fetch-staff
                        82
        Name: count, dtype: int64
        signUpSource: signUpSource
        Email
                  443
        Google
        Name: count, dtype: int64
```

Just One Inactive user, let's see that user

• Since there are duplicate user IDs, let's see if the same user appears again in the table or not.

 $\triangleleft$ 

• What is fetch-staff? Since the data description says that it is consumer by default

```
In [ ]: users[users['role'] == 'fetch-staff']
```

Out[ ]:		active	role	signUpSource	state	_id	createdDate	lastLogin
	395	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-08 16:42:58.116999936
	396	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-08 16:42:58.116999936
	397	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-08 16:42:58.116999936
	398	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-08 16:42:58.116999936
	399	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-08 16:42:58.116999936
	400	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-08 16:42:58.116999936
	401	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-08 16:42:58.116999936
	402	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-08 16:42:58.116999936
	403	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-08 16:42:58.116999936
	405	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-08 16:42:58.116999936
	406	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-08 16:42:58.116999936
	407	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-08 16:42:58.116999936
	408	True	fetch- staff	Email	WI	5f2068904928021530f8fc34	2020-07-28 18:04:00.905	2021-02-04 15:30:05.375000064
	409	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-08 16:42:58.116999936
	410	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-08 16:42:58.116999936
	411	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-08 16:42:58.116999936
	412	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-08 16:42:58.116999936
	413	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-08 16:42:58.116999936
	414	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-08 16:42:58.116999936
	432	True	fetch- staff	Email	NaN	5fbc35711d967d1222cbfefc	2020-11-23 22:19:29.509	2021-02-26 04:25:51.056999936
	433	True	fetch- staff	Email	NaN	5fbc35711d967d1222cbfefc	2020-11-23 22:19:29.509	2021-02-26 04:25:51.056999936

	active	role	signUpSource	state	_id	createdDate	lastLogin
434	True	fetch- staff	Email	NaN	5fbc35711d967d1222cbfefc	2020-11-23 22:19:29.509	2021-02-26 04:25:51.056999936
435	True	fetch- staff	Email	NH	5fc961c3b8cfca11a077dd33	2020-12-03 22:08:03.936	2021-02-26 22:39:16.799000064
436	True	fetch- staff	Email	NH	5fc961c3b8cfca11a077dd33	2020-12-03 22:08:03.936	2021-02-26 22:39:16.799000064
437	True	fetch- staff	Email	NH	5fc961c3b8cfca11a077dd33	2020-12-03 22:08:03.936	2021-02-26 22:39:16.799000064
438	True	fetch- staff	Email	NH	5fc961c3b8cfca11a077dd33	2020-12-03 22:08:03.936	2021-02-26 22:39:16.799000064
439	True	fetch- staff	Email	NH	5fc961c3b8cfca11a077dd33	2020-12-03 22:08:03.936	2021-02-26 22:39:16.799000064
440	True	fetch- staff	Email	NH	5fc961c3b8cfca11a077dd33	2020-12-03 22:08:03.936	2021-02-26 22:39:16.799000064
441	True	fetch- staff	Email	NH	5fc961c3b8cfca11a077dd33	2020-12-03 22:08:03.936	2021-02-26 22:39:16.799000064
442	True	fetch- staff	Email	NH	5fc961c3b8cfca11a077dd33	2020-12-03 22:08:03.936	2021-02-26 22:39:16.799000064
443	True	fetch- staff	Email	NH	5fc961c3b8cfca11a077dd33	2020-12-03 22:08:03.936	2021-02-26 22:39:16.799000064
444	True	fetch- staff	Email	NH	5fc961c3b8cfca11a077dd33	2020-12-03 22:08:03.936	2021-02-26 22:39:16.799000064
445	True	fetch- staff	Email	NH	5fc961c3b8cfca11a077dd33	2020-12-03 22:08:03.936	2021-02-26 22:39:16.799000064
446	True	fetch- staff	Email	NH	5fc961c3b8cfca11a077dd33	2020-12-03 22:08:03.936	2021-02-26 22:39:16.799000064
447	True	fetch- staff	Email	NH	5fc961c3b8cfca11a077dd33	2020-12-03 22:08:03.936	2021-02-26 22:39:16.799000064
448	True	fetch- staff	Email	NH	5fc961c3b8cfca11a077dd33	2020-12-03 22:08:03.936	2021-02-26 22:39:16.799000064
449	True	fetch- staff	Email	NH	5fc961c3b8cfca11a077dd33	2020-12-03 22:08:03.936	2021-02-26 22:39:16.799000064
450	True	fetch- staff	Email	NH	5fc961c3b8cfca11a077dd33	2020-12-03 22:08:03.936	2021-02-26 22:39:16.799000064
451	True	fetch- staff	Email	NH	5fc961c3b8cfca11a077dd33	2020-12-03 22:08:03.936	2021-02-26 22:39:16.799000064
452	True	fetch- staff	Email	NH	5fc961c3b8cfca11a077dd33	2020-12-03 22:08:03.936	2021-02-26 22:39:16.799000064
453	True	fetch- staff	Email	NH	5fc961c3b8cfca11a077dd33	2020-12-03 22:08:03.936	2021-02-26 22:39:16.799000064
454	True	fetch- staff	Email	NH	5fc961c3b8cfca11a077dd33	2020-12-03 22:08:03.936	2021-02-26 22:39:16.799000064

	active	role	signUpSource	state	_id	createdDate	lastLogin
455	True	fetch- staff	Email	NaN	5fa41775898c7a11a6bcef3e	2020-11-05 15:17:09.396	2021-03-04 16:02:02.025999872
456	True	fetch- staff	Google	AL	5fa32b4d898c7a11a6bcebce	2020-11-04 22:29:33.309	2021-03-04 07:21:58.047000064
457	True	fetch- staff	Email	NaN	5fa41775898c7a11a6bcef3e	2020-11-05 15:17:09.396	2021-03-04 16:02:02.025999872
458	True	fetch- staff	Email	NaN	5fa41775898c7a11a6bcef3e	2020-11-05 15:17:09.396	2021-03-04 16:02:02.025999872
459	True	fetch- staff	Email	NaN	5fa41775898c7a11a6bcef3e	2020-11-05 15:17:09.396	2021-03-04 16:02:02.025999872
460	True	fetch- staff	Email	NaN	5fa41775898c7a11a6bcef3e	2020-11-05 15:17:09.396	2021-03-04 16:02:02.025999872
461	True	fetch- staff	Email	NaN	5fa41775898c7a11a6bcef3e	2020-11-05 15:17:09.396	2021-03-04 16:02:02.025999872
462	True	fetch- staff	NaN	IL	5964eb07e4b03efd0c0f267b	2017-07-11 15:13:11.771	2021-03-04 19:07:49.769999872
463	True	fetch- staff	Email	NaN	5fa41775898c7a11a6bcef3e	2020-11-05 15:17:09.396	2021-03-04 16:02:02.025999872
464	True	fetch- staff	Email	NaN	5fa41775898c7a11a6bcef3e	2020-11-05 15:17:09.396	2021-03-04 16:02:02.025999872
465	True	fetch- staff	Email	NaN	5fa41775898c7a11a6bcef3e	2020-11-05 15:17:09.396	2021-03-04 16:02:02.025999872
466	True	fetch- staff	Email	NaN	5fa41775898c7a11a6bcef3e	2020-11-05 15:17:09.396	2021-03-04 16:02:02.025999872
467	True	fetch- staff	Email	NaN	5fa41775898c7a11a6bcef3e	2020-11-05 15:17:09.396	2021-03-04 16:02:02.025999872
468	True	fetch- staff	Email	NaN	5fa41775898c7a11a6bcef3e	2020-11-05 15:17:09.396	2021-03-04 16:02:02.025999872
469	True	fetch- staff	Email	NaN	5fa41775898c7a11a6bcef3e	2020-11-05 15:17:09.396	2021-03-04 16:02:02.025999872
470	True	fetch- staff	Email	NaN	5fa41775898c7a11a6bcef3e	2020-11-05 15:17:09.396	2021-03-04 16:02:02.025999872
471	True	fetch- staff	Email	NaN	5fa41775898c7a11a6bcef3e	2020-11-05 15:17:09.396	2021-03-04 16:02:02.025999872
472	True	fetch- staff	Email	NaN	5fa41775898c7a11a6bcef3e	2020-11-05 15:17:09.396	2021-03-04 16:02:02.025999872
473	True	fetch- staff	Email	NaN	5fa41775898c7a11a6bcef3e	2020-11-05 15:17:09.396	2021-03-04 16:02:02.025999872
474	True	fetch- staff	Email	NaN	5fa41775898c7a11a6bcef3e	2020-11-05 15:17:09.396	2021-03-04 16:02:02.025999872
475	True	fetch- staff	NaN	NaN	54943462e4b07e684157a532	2014-12-19 14:21:22.381	2021-03-05 16:52:23.204000000

	active	role	signUpSource	state	_id	createdDate	lastLogin
476	True	fetch- staff	NaN	NaN	54943462e4b07e684157a532	2014-12-19 14:21:22.381	2021-03-05 16:52:23.204000000
477	True	fetch- staff	NaN	NaN	54943462e4b07e684157a532	2014-12-19 14:21:22.381	2021-03-05 16:52:23.204000000
478	True	fetch- staff	NaN	NaN	54943462e4b07e684157a532	2014-12-19 14:21:22.381	2021-03-05 16:52:23.204000000
479	True	fetch- staff	NaN	NaN	54943462e4b07e684157a532	2014-12-19 14:21:22.381	2021-03-05 16:52:23.204000000
480	True	fetch- staff	NaN	NaN	54943462e4b07e684157a532	2014-12-19 14:21:22.381	2021-03-05 16:52:23.204000000
481	True	fetch- staff	NaN	NaN	54943462e4b07e684157a532	2014-12-19 14:21:22.381	2021-03-05 16:52:23.204000000
482	True	fetch- staff	NaN	NaN	54943462e4b07e684157a532	2014-12-19 14:21:22.381	2021-03-05 16:52:23.204000000
483	True	fetch- staff	NaN	NaN	54943462e4b07e684157a532	2014-12-19 14:21:22.381	2021-03-05 16:52:23.204000000
484	True	fetch- staff	NaN	NaN	54943462e4b07e684157a532	2014-12-19 14:21:22.381	2021-03-05 16:52:23.204000000
485	True	fetch- staff	NaN	NaN	54943462e4b07e684157a532	2014-12-19 14:21:22.381	2021-03-05 16:52:23.204000000
486	True	fetch- staff	NaN	NaN	54943462e4b07e684157a532	2014-12-19 14:21:22.381	2021-03-05 16:52:23.204000000
487	True	fetch- staff	NaN	NaN	54943462e4b07e684157a532	2014-12-19 14:21:22.381	2021-03-05 16:52:23.204000000
488	True	fetch- staff	NaN	NaN	54943462e4b07e684157a532	2014-12-19 14:21:22.381	2021-03-05 16:52:23.204000000
489	True	fetch- staff	NaN	NaN	54943462e4b07e684157a532	2014-12-19 14:21:22.381	2021-03-05 16:52:23.204000000
490	True	fetch- staff	NaN	NaN	54943462e4b07e684157a532	2014-12-19 14:21:22.381	2021-03-05 16:52:23.204000000
491	True	fetch- staff	NaN	NaN	54943462e4b07e684157a532	2014-12-19 14:21:22.381	2021-03-05 16:52:23.204000000
492	True	fetch- staff	NaN	NaN	54943462e4b07e684157a532	2014-12-19 14:21:22.381	2021-03-05 16:52:23.204000000
493	True	fetch- staff	NaN	NaN	54943462e4b07e684157a532	2014-12-19 14:21:22.381	2021-03-05 16:52:23.204000000
494	True	fetch- staff	NaN	NaN	54943462e4b07e684157a532	2014-12-19 14:21:22.381	2021-03-05 16:52:23.204000000

- Missing Signup sources assumption: They are primarily fetch-staff.
- Conclusion: False. there are some consumers as well.

How many signup sources from Google?

[]:	<pre>users[users['signUpSource'] == 'Google']</pre>										
]:	active role		role	signUpSource	state	_id	createdDate	lastLog			
	<b>170</b> True		consumer	Google	WI	5e27526d0bdb6a138c32b556	2020-01-21 19:35:09.795	Na			
	420	True	consumer	Google	AL	5fb0a078be5fc9775c1f3945	2020-11-15 03:28:56.818	Na			
	429	True	consumer	Google	AL	5fb0a078be5fc9775c1f3945	2020-11-15 03:28:56.818	Na			
	456	True	fetch- staff	Google	AL	5fa32b4d898c7a11a6bcebce	2020-11-04 22:29:33.309	2021-03- 07:21:58.0470000			
								<b>•</b>			

- Correcting the Date columns into proper format: '%Y-%m-%d %H:%M:%S.%f' and filling the lastlogin column using 2 strategies:
- 1. If a user ID is repeated, check if other rows of the same user ID have a lastlogin value, if yes, use that value.
- 2. If a user IDs all instances have lastlogin as NULL, fill the value with the created date as the user must be logged in for the first time when the account was created.

```
In []: # Convert the 'createdDate' and 'lastLogin' columns to datetime format
    users['createdDate'] = pd.to_datetime(users['createdDate'], format='%Y-%m-%d %H:%M:%S.
    users['lastLogin'] = pd.to_datetime(users['lastLogin'], format='%Y-%m-%d %H:%M:%S.%f')

# Fill missing 'lastLogin' values with corresponding 'createdDate' for each '_id'
    users['lastLogin'] = users.groupby('_id')['lastLogin'].transform(lambda x: x.fillna(meusers['lastLogin'] = users['lastLogin'].fillna(users['createdDate'])

users.head()
```

Out[ ]:	active		role	signUpSource state		_id	createdDate	lastLogin
	0	True	consumer	Email	WI	5ff1e194b6a9d73a3a9f1052	2021-01-03 15:24:04.800	2021-01-03 15:25:37.857999872
	1	True	consumer	Email	WI	5ff1e194b6a9d73a3a9f1052	2021-01-03 15:24:04.800	2021-01-03 15:25:37.857999872
	2	True	consumer	Email	WI	5ff1e194b6a9d73a3a9f1052	2021-01-03 15:24:04.800	2021-01-03 15:25:37.857999872
	3	True	consumer	Email	WI	5ff1e1eacfcf6c399c274ae6	2021-01-03 15:25:30.554	2021-01-03 15:25:30.596999936
4		True	consumer	Email	WI	5ff1e194b6a9d73a3a9f1052	2021-01-03 15:24:04.800	2021-01-03 15:25:37.857999872

```
In [ ]: users.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 495 entries, 0 to 494
Data columns (total 7 columns):
```

```
# Column
               Non-Null Count Dtype
   -----
0
    active
               495 non-null
                               bool
               495 non-null
1
    role
                               object
    signUpSource 447 non-null
                               object
3
   state
               439 non-null
                               object
4
    _id
                495 non-null
                               object
                               datetime64[ns]
   createdDate 495 non-null
    lastLogin
               495 non-null
                               datetime64[ns]
dtypes: bool(1), datetime64[ns](2), object(4)
memory usage: 23.8+ KB
```

- Filling the missing values in singUpSource and state using the same strategy 1 as lastLogin. But none of the cells got filled using this strategy
- I won't drop any other missing values since we can work around those.

```
In [ ]: users['signUpSource'] = users.groupby('_id')['signUpSource'].transform(lambda x: x.fil
    users['state'] = users.groupby('_id')['state'].transform(lambda x: x.fillna(method='ff
In [ ]: users.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 495 entries, 0 to 494
Data columns (total 7 columns):
# Column Non-Null Count Dtype
--- -----
               -----
               495 non-null
0
   active
                             bool
                             object
    role
              495 non-null
2
   signUpSource 447 non-null
                             object
3
               439 non-null
                             object
   state
4
   _id
               495 non-null
                             object
5 createdDate 495 non-null
                             datetime64[ns]
              495 non-null
6 lastLogin
                             datetime64[ns]
dtypes: bool(1), datetime64[ns](2), object(4)
memory usage: 23.8+ KB
```

• Final Missing Value Rows in Users:

```
In [ ]: missing = users[users.isna().any(axis=1)]
    missing[:20]
```

		active	Tole	signopsource	State	_iu	CreateuDate	lastLogi
:	344	True	consumer	Email	NaN	60145ff384231211ce796d51	2021-01-29 19:20:19.722	2021-01-2 19:20:19.72200000
:	350	True	consumer	Email	NaN	60145ff384231211ce796d51	2021-01-29 19:20:19.722	2021-01-2 19:20:19.72200000
:	375	True	consumer	Email	NaN	60186237c8b50e11d8454d5f	2021-02-01 20:19:03.551	2021-02-C 20:19:03.5510000C
:	376	True	consumer	Email	NaN	60186237c8b50e11d8454d5f	2021-02-01 20:19:03.551	2021-02-0 20:19:03.55100000
:	378	True	consumer	Email	NaN	60186237c8b50e11d8454d5f	2021-02-01 20:19:03.551	2021-02-C 20:19:03.5510000C
:	381	True	consumer	Email	NaN	60186237c8b50e11d8454d5f	2021-02-01 20:19:03.551	2021-02-0 20:19:03.55100000
:	382	True	consumer	Email	NaN	60186237c8b50e11d8454d5f	2021-02-01 20:19:03.551	2021-02-C 20:19:03.5510000C
:	388	True	consumer	NaN	WI	55308179e4b0eabd8f99caa2	2015-04-17 03:43:53.186	2018-05-0 17:23:40.00300006
:	395	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-0 16:42:58.11699993
:	396	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-0 16:42:58.11699993
:	397	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-0 16:42:58.11699993
:	398	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-0 16:42:58.11699993
:	399	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-0 16:42:58.11699993
	400	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330		2021-02-0 16:42:58.11699993
•	401	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-0 16:42:58.11699993
	402	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-0 16:42:58.11699993
	403	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-0 16:42:58.11699993
	405	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-0 16:42:58.11699993
•	406	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-0 16:42:58.11699993
	407	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-0 16:42:58.11699993

lastLogi

\_id createdDate

 $\triangleleft$ 

Out[ ]:

active

role signUpSource state

• Checking for duplicated rows

```
In [ ]:
        users.duplicated().sum()
Out[]:

    Dropping duplicate Rows

In [ ]: cleaned_users = users.drop_duplicates().reset_index(drop=True)
        cleaned_users.info()
        <class 'pandas.core.frame.DataFrame'>
        RangeIndex: 212 entries, 0 to 211
        Data columns (total 7 columns):
            Column
                        Non-Null Count Dtype
            ----
                         -----
           active
role
                       212 non-null bool
212 non-null object
        0
        1
           signUpSource 207 non-null object
         2
         3 state
                        206 non-null object
        4 _id
                        212 non-null object
        5 createdDate 212 non-null datetime64[ns]
           lastLogin 212 non-null datetime64[ns]
        dtypes: bool(1), datetime64[ns](2), object(4)
        memory usage: 10.3+ KB
        cleaned_users.head(10)
In [ ]:
```

Out[ ]:	active		role	signUpSource	state	_id	createdDate	lastLogin
	0	True	consumer	Email	WI	5ff1e194b6a9d73a3a9f1052	2021-01-03 15:24:04.800	2021-01-03 15:25:37.857999872
	1	True	consumer	Email	WI	5ff1e1eacfcf6c399c274ae6	2021-01-03 15:25:30.554	2021-01-03 15:25:30.596999936
	2	True	consumer	Email	WI	5ff1e1e8cfcf6c399c274ad9	2021-01-03 15:25:28.354	2021-01-03 15:25:28.392000000
	3	True	consumer	Email	WI	5ff1e1b7cfcf6c399c274a5a	2021-01-03 15:24:39.626	2021-01-03 15:24:39.664999936
	4	True	consumer	Email	WI	5ff1e1f1cfcf6c399c274b0b	2021-01-03 15:25:37.564	2021-01-03 15:25:37.599000064
	5	True	consumer	Email	WI	5ff1e1e4cfcf6c399c274ac3	2021-01-03 15:25:24.656	2021-01-03 15:25:24.694000128
	6	True	consumer	Email	WI	5ff1e1b4cfcf6c399c274a54	2021-01-03 15:24:36.410	2021-01-03 15:24:36.452000000
	7	True	consumer	Email	WI	5ff370c562fde912123a5e0e	2021-01-04 19:47:17.776	2021-01-04 19:50:50.563000064
	8	True	consumer	Email	WI	5ff36d0362fde912123a5535	2021-01-04 19:31:15.973	2021-01-04 19:34:42.944000000
	9	True	consumer	Email	WI	5ff36d83135e7011bcb864d6	2021-01-04 19:33:23.244	2021-01-04 19:33:23.424999936

In [ ]: missing = cleaned\_users [cleaned\_users.isna().any(axis=1)]
 missing[:20]

Out[ ]:		active	role	signUpSource	state	_id	createdDate	lastLog
	165	True	consumer	Email	NaN	60145ff384231211ce796d51	2021-01-29 19:20:19.722	2021-01-2 19:20:19.72200000
	180	True	consumer	Email	NaN	60186237c8b50e11d8454d5f	2021-02-01 20:19:03.551	2021-02-( 20:19:03.5510000(
	188	True	consumer	NaN	WI	55308179e4b0eabd8f99caa2	2015-04-17 03:43:53.186	2018-05-( 17:23:40.00300006
	194	True	fetch- staff	NaN	WI	59c124bae4b0299e55b0f330	2017-09-19 14:07:54.302	2021-02-( 16:42:58.1169999:
	204	True	consumer	NaN	NaN	5a43c08fe4b014fd6b6a0612	2017-12-27 15:47:27.059	2021-02- <sup>-</sup> 16:22:37.1550000(
	206	True	fetch- staff	Email	NaN	5fbc35711d967d1222cbfefc	2020-11-23 22:19:29.509	2021-02-2 04:25:51.0569999:
	208	True	fetch- staff	Email	NaN	5fa41775898c7a11a6bcef3e	2020-11-05 15:17:09.396	2021-03-( 16:02:02.02599987
	210	True	fetch- staff	NaN	IL	5964eb07e4b03efd0c0f267b	2017-07-11 15:13:11.771	2021-03-( 19:07:49.7699998
	211	True	fetch- staff	NaN	NaN	54943462e4b07e684157a532	2014-12-19 14:21:22.381	2021-03-( 16:52:23.2040000(
4								<b>•</b>

# brands

#### **Brand Data Schema**

- \_id: brand uuid
- barcode: the barcode on the item

In [ ]: cleaned\_users.to\_csv('cleaned\_users.csv', index=False)

- brandCode: String that corresponds with the brand column in a partner product file
- category: The category name for which the brand sells products in
- categoryCode: The category code that references a BrandCategory
- cpg: reference to CPG collection
- topBrand: Boolean indicator for whether the brand should be featured as a 'top brand'
- name: Brand name

```
In [ ]: cleaned_brands = brands.copy()
In [ ]: cleaned_brands.head()
```

Out[ ]:		barcode	category	categ	oryCode	name	topBrand	brandCode	
	0	511111019862	Baking		BAKING	test brand @1612366101024	False	NaN	601ac
	1	511111519928	Beverages	ВЕ	VERAGES	Starbucks	False	STARBUCKS	601c!
	2	511111819905	Baking		BAKING	test brand @1612366146176	False	TEST BRANDCODE @1612366146176	601ac
	3	511111519874	Baking		BAKING	test brand @1612366146051	False	TEST BRANDCODE @1612366146051	601ac
	4	511111319917	Candy & Sweets	CANDY_AND	_SWEETS	test brand @1612366146827	False	TEST BRANDCODE @1612366146827	601ac
4									<b>&gt;</b>
In [ ]:	cl	Leaned_brands.	info()						
	Ra Da #		7 entries otal 9 co Non-N	, 0 to 116 lumns): Jull Count	6 Dtype				
	 0 1 2 3 4 5 6 7 8 dt	barcode category categoryCo name topBrand brandCode jid cpg_id	1167 1012 de 517 n 1167 555 n 898 n 1167 1167	non-null non-null non-null non-null non-null non-null	int64 object object object object object object object				

In [ ]: cleaned\_brands.describe(include='all')

```
Out[ ]:
                     barcode category categoryCode
                                                      name topBrand
                                                                      brandCode
          count 1.167000e+03
                                 1012
                                                                 555
                                                                             898
                                               517
                                                       1167
         unique
                        NaN
                                   23
                                                14
                                                       1156
                                                                   2
                                                                             896
                                                                     GOODNITES
            top
                        NaN
                               Baking
                                            BAKING Huggies
                                                                False
                                                                                 601ac115be37ce2ead43
                                                                              2
                        NaN
                                  369
                                               359
                                                                 524
           freq
          mean
                5.111115e+11
                                 NaN
                                               NaN
                                                       NaN
                                                                NaN
                                                                            NaN
            std 2.874497e+05
                                 NaN
                                               NaN
                                                       NaN
                                                                NaN
                                                                            NaN
           min 5.111110e+11
                                 NaN
                                               NaN
                                                       NaN
                                                                NaN
                                                                            NaN
           25% 5.111112e+11
                                                       NaN
                                                                            NaN
                                 NaN
                                               NaN
                                                                NaN
           50% 5.111114e+11
                                 NaN
                                               NaN
                                                       NaN
                                                                NaN
                                                                            NaN
           75% 5.111117e+11
                                 NaN
                                               NaN
                                                       NaN
                                                                NaN
                                                                            NaN
           max 5.111119e+11
                                 NaN
                                               NaN
                                                       NaN
                                                                NaN
                                                                            NaN
         cleaned_brands.isna().sum()
         barcode
                            0
Out[]:
         category
                          155
         categoryCode
                          650
         name
                            0
         topBrand
                          612
         brandCode
                          269
         _id
                            0
                            0
         cpg_id
                            0
         cpg_ref
         dtype: int64
          • Checking for duplicate rows
         cleaned_brands.duplicated().sum()
Out[]:
          • Getting an overview of value distribution of some columns
In [ ]: for col in ['brandCode', 'name', 'category', 'categoryCode']:
             print(f"{col}: {cleaned_brands[col].nunique()} values: {cleaned_brands[col].value
             print()
```

<pre>brandCode: 896 values: brandCode GOODNITES HUGGIES</pre>	e 2 2
TEST BRANDCODE @1598711015578 SOL	1 1
TEST BRANDCODE @1599159969725	1
TEST BRANDCODE @1599159969028 TEST BRANDCODE @1597350074404	1 1
SEDAL	1
RED ROCK DELI	1
TEST BRANDCODE @1613158231644 Name: count, Length: 896, dtype:	1 : int64
name: 1156 values: name Huggies 2	
Huggies 2 V8 Hydrate 2	
Pull-Ups 2	
Dippin Dots® Cereal 2	
Diabetic Living Magazine 2	
Claritin® KIDS 1	
Athenos 1	
test brand @1599159969028 1	
test brand @1597350074404 1	
test brand @1613158231643 1	
Name: count, Length: 1156, dtype	e: int64
category: 23 values: category	
Baking	369
Beer Wine Spirits	90
Snacks	75
Candy & Sweets Beverages	71 63
Magazines	44
Health & Wellness	44
Breakfast & Cereal	40
Grocery	39
Dairy	33
Condiments & Sauces	27 24
Frozen Personal Care	20
Baby	18
Canned Goods & Soups	12
Beauty	9
Cleaning & Home Improvement	6
Deli	6
Beauty & Personal Care Household	6 5
Bread & Bakery	5
Dairy & Refrigerated	5
Outdoor	1
Name: count, dtype: int64	
categoryCode: 14 values: category	-
BAKING	359 71
CANDY_AND_SWEETS BEER_WINE_SPIRITS	71 31
HEALTHY_AND_WELLNESS	14
GROCERY	11

```
BABY
                                    7
CLEANING_AND_HOME_IMPROVEMENT
                                    6
                                    5
BREAD_AND_BAKERY
DAIRY_AND_REFRIGERATED
                                    5
PERSONAL_CARE
                                    4
BEVERAGES
                                    1
OUTDOOR
                                    1
MAGAZINES
                                    1
FROZEN
                                    1
Name: count, dtype: int64
```

 Making sure values in these columns are consistent and not have extra leading or trailing spaces:

```
In [ ]: cleaned_brands['name'] = brands['name'].str.strip()
    cleaned_brands['category'] = brands['category'].str.strip()
    cleaned_brands['brandCode'] = brands['brandCode'].str.strip().str.upper()
```

• Checking first 20 rows with missing values

```
In [ ]: missing = cleaned_brands[cleaned_brands.isna().any(axis=1)]
    missing[:20]
```

Out[ ]:		barcode	category	categoryCode	name	topBrand	brandCode
	0	511111019862	Baking	BAKING	test brand @1612366101024	False	NaN
	7	511111104810	Condiments & Sauces	NaN	J.L. Kraft	NaN	J.L. KRAFT
	8	511111504412	Canned Goods & Soups	NaN	Campbell's Home Style	False	CAMPBELLS HOME STYLE
	9	511111504788	Baking	NaN	test	NaN	TEST
	10	511111516354	Baking	BAKING	test brand @1598813526777	NaN	TEST BRANDCODE @1598813526777
	11	511111102540	NaN	NaN	MorningStar	NaN	NaN
	12	511111201076	Baking	NaN	Calumet	False	CALUMET
	13	511111205012	Magazines	NaN	Entertainment Weekly	NaN	511111205012
	14	511111801801	Breakfast & Cereal	NaN	AUNT JEMIMA Syrup	False	AUNT JEMIMA SYRUP
	15	511111202233	Beer Wine Spirits	NaN	Molson Canadian	False	MOLSON
	17	511111515319	Baking	BAKING	test brand @1597342520277	NaN	TEST BRANDCODE @1597342520277
	18	511111317364	Baking	BAKING	test brand @1605535049181	False	NaN
	19	511111300700	Beauty	NaN	ST. IVES	False	ST IVES
	20	511111305125	Baby	NaN	Chris Image Test	NaN	CHRISIMAGE
	21	511111005650	Health & Wellness	HEALTHY_AND_WELLNESS	Alka-Seltzer®	NaN	ALKA SELTZER
	22	511111802129	Condiments & Sauces	NaN	Jack Daniel's	False	JACK DANIEL'S BARBECUE
	23	511111303947	NaN	NaN	Bottled Starbucks	NaN	NaN
	24	511111802914	NaN	NaN	Full Throttle	NaN	NaN
	25	511111914549	Baking	BAKING	PopUp Brand A	NaN	NaN
	26	511111400769	Frozen	NaN	MAGNUM Ice Cream	False	MAGNUM ICE CREAM

• Checking the topBrand column

```
Out[]: topBrand
False 524
True 31
Name: count, dtype: int64
```

 Hmm, total values don't match the total number of rows. Let's see how many missing rows are there:

```
In [ ]: cleaned_brands['topBrand'].isna().sum()
Out[ ]: 612
```

• **Assumption**: I am listing NULL topBrands as False. Because if they were important to be noted as Top Brand, the value should have been present.

```
In [ ]: cleaned_brands['topBrand'] = brands['topBrand'].fillna(False)
```

 Type casting to INT for easier import in MySQL. MySQL Requires imported boolean fields to be noted as integers. The field topBrand in the MySQL schema will be denoted as Boolean only

• So, we have 31 brands as topBrand. Let's check these brands

```
In [ ]: top_brands = cleaned_brands[cleaned_brands['topBrand'] == 1]
top_brands
```

categoryCode name	topBrand
C	:ategoryCode name

58	511111106876	Grocery	NaN	DASH- 2249 Brand1	1	TEST BRAND CODE	5c76d3cd95144c5.
109	511111801757	Snacks	NaN	Chester's	1	CHESTER'S	585a9645e4b03e62
115	511111001119	Snacks	NaN	Doritos	1	DORITOS	5887a372e4b0218
116	511111101895	Condiments & Sauces	NaN	A.1.	1	A.1.	57ed0697e4b072a
152	511111204923	Grocery	NaN	Brand1	1	0987654321	5c45f91b87ff355
192	511111001768	Snacks	NaN	Cheetos	1	CHEETOS	585a963ce4b03e62
245	511111812449	Magazines	NaN	Test brand1	1	NaN	5d66961cee7f2d2
258	511111902461	Baby	NaN	Antarctica	1	AMP2	57c0827de4b071
271	511111501770	Breakfast & Cereal	NaN	Cap'n Crunch	1	CAP'N CRUNCH	585a9637e4b03e62
278	511111801689	Snacks	NaN	Lay's Kettle Cooked	1	NaN	585a967fe4b03e62
344	511111700531	Snacks	NaN	FRITO-LAY	1	FRITO-LAY	5a4d1f06e4b0d5c
428	511111208532	Grocery	NaN	Test FRS- 920 again1	1	AMPTEST	5c9a975495144c1{
467	511111004790	Baking	NaN	alexa	1	ALEXA	5c409ab4cd244a35
471	511111901709	Snacks	NaN	Grandma's	1	GRANDMA'S	585a966be4b03e62
580	511111806899	Baby	NaN	DASH- 2249 1 brand 1	1	DASH-2249 1 BRAND 1	5c76dd4d95144c53
581	511111301745	Snacks	NaN	Cracker Jack	1	CRACKER JACK	585a964ce4b03e67
721	511111601722	Snacks	NaN	Fritos	1	FRITOS	585a965be4b03e6
723	511111702665	Beverages	NaN	7 up	1	BRAND CODE	55b6309ce4b0d8e6
773	511111201793	Snacks	NaN	Baked!	1	NaN	585a9618e4b03e62
848	511111701781	Snacks	NaN	Baken-Ets	1	BAKEN-ETS	585a961fe4b03e62
943	511111806509	Breakfast & Cereal	NaN	alexa-o's	1	ALEXA-O'S	5c6d51d695144c6
978	511111312949	Baby	NaN	Pull-Ups	1	PULLUPS	5db3288aee7f2d6c
1012	511111605058	Dairy	NaN	Brand2	1	09090909090	5c4637ba87ff3568
1018	511111601678	Snacks	NaN	Lay's Original	1	LAY'S	585a9686e4b03e62
1020	511111300939	Frozen	FROZEN	BEN &	1	BEN &	592486bde410d61

brandCode

		barco	de cate	gory	categoryCode	name	topBra	nd	brand	Code	
						JERRY'S			JEF	RRY'S	
	1023	5111111064	132 Bever	ages	NaN	new- brand, of course		1	FR	.S920 5c6c2f92	95144c6
	1030	5111118009	)27 Fr	ozen	NaN	BREYERS		1	BRE	YERS 592486bd	e410d61
	1036	5111111129	38	Baby	BABY	GoodNites		1	GOODI	NITES 5db32879	ee7f2d6c
	1061	5111119005	542 Sr	nacks	NaN	EL ISLENO		1	EL ISL	_ENO 5a4d1ec9	e4b0bcb
	1074	5111117072	202	Baby	BABY	Huggies		1	HUG	GGIES 5c7d9cb3	95144c3
	1109	5111114017	'11 Sr	nacks	NaN	Funyuns		1 FUNYUNS 585a96		/UNS 585a9661	e4b03e62
In [ ]:	clear	ned_brands	.nunique()	)							
Out[ ]:	name topBr brand _id cpg_i cpg_r dtype	cory coryCode rand Code d eef :: int64	1160 23 14 1156 2 895 1167 196 2								
In [ ]:	clear	ned_brands	.head()								
Out[ ]:		barcode	category		categoryCode		name	topE	Brand	brandCod	<b>.</b>
	<b>0</b> 51	1111019862	Baking		BAKING	tes @1612366	t brand 101024		0	NaN	l 601ac
	<b>1</b> 51	1111519928	Beverages		BEVERAGES	St	arbucks		0	STARBUCK	601c!
	<b>2</b> 51	1111819905	Baking		BAKING	tes @1612366	t brand 146176		0	TES BRANDCOD @161236614617	601ac
	<b>3</b> 51	1111519874	Baking		BAKING	tes @1612366	t brand 146051		0	TES BRANDCOD @161236614605	601ac
	<b>4</b> 51	1111319917	Candy & Sweets	CANI	DY_AND_SWEETS	tes @1612366	t brand 146827		0	TES' BRANDCOD @161236614682'	601ac
											•

[n [ ]: cleaned\_brands.info()

```
RangeIndex: 1167 entries, 0 to 1166
        Data columns (total 9 columns):
             Column Non-Null Count Dtype
        --- -----
                          -----
         0
            barcode
                          1167 non-null
                                           int64
             category 1012 non-null
                                           object
            categoryCode 517 non-null
         2
                                           object
            name 1167 non-null topBrand 1167 non-null brandCode 898 non-null __id 1167 non-null
         3
                                           object
         4
                                           int64
                                           object
         6
                                           object
         7
            cpg_id
                           1167 non-null
                                           object
             cpg_ref
                         1167 non-null
                                           object
        dtypes: int64(2), object(7)
        memory usage: 82.2+ KB
        cleaned_brands.isna().sum()
        barcode
                          0
Out[]:
        category
                        155
        categoryCode
                        650
        name
                          0
        topBrand
                          0
        brandCode
                        269
        _id
                          0
                          0
        cpg_id
        cpg_ref
                          0
```

<class 'pandas.core.frame.DataFrame'>

dtype: int64

• **Assumption**: Categories have corresponding category code. Since a lot of category codes are missing, we can fill those codes with corresponding category.

```
In [ ]: missing
```

Out[ ]:		barcode	category	categoryCode	name	topBrand	brandCode
	0	511111019862	Baking	BAKING	test brand @1612366101024	False	NaN
	7	511111104810	Condiments & Sauces	NaN	J.L. Kraft	NaN	J.L. KRAFT
	8	511111504412	Canned Goods & Soups	NaN	Campbell's Home Style	False	CAMPBELLS HOME STYLE
	9	511111504788	Baking	NaN	test	NaN	TEST
	10	511111516354	Baking	BAKING	test brand @1598813526777	NaN	TEST BRANDCODE @1598813526777
	•••						
1	161	511111403845	Beer Wine Spirits	NaN	Blue Moon	False	BLUE MOON
1	162	5111111116752	Baking	BAKING	test brand @1601644365844	NaN	NaN
1	163	511111706328	Breakfast & Cereal	NaN	Dippin Dots® Cereal	NaN	DIPPIN DOTS CEREAL
1	164	511111416173	Candy & Sweets	CANDY_AND_SWEETS	test brand @1598639215217	NaN	TEST BRANDCODE @1598639215217
1	165	511111400608	Grocery	NaN	LIPTON TEA Leaves	False	LIPTON TEA LEAVES
91	12 ro	ws × 9 column	S				

- We can see that category code for row 9 and 10 is null but the category is baking. We see row 0 has baking as category and as the category code.
- We can use this information to fill the missing category code in row 9 and 10

```
In []: def fill_with_mode(series):
    if series.mode().empty:
        return series
    else:
        return series.fillna(series.mode()[0])
    cleaned_brands['categoryCode'] = cleaned_brands.groupby('category')['categoryCode'].tr
In []: cleaned_brands.isna().sum()
```

```
barcode
                          0
Out[]:
        category
                        155
        categoryCode
                        368
        name
                          0
        topBrand
                          0
        brandCode
                        269
        _id
                          0
        cpg_id
                          0
        cpg_ref
                          0
        dtype: int64
```

• Some rows did get filled. Let's check the first 15 rows and focus on row 9 and 10

In [ ]:	cl	eaned_brands	head(10)					
Out[ ]:		barcode	category	categoryCode	name	topBrand	brandCode	
	0	511111019862	Baking	BAKING	test brand @1612366101024	0	NaN	60′
	1	511111519928	Beverages	BEVERAGES	Starbucks	0	STARBUCKS	60
	2	511111819905	Baking	BAKING	test brand @1612366146176	0	TEST BRANDCODE @1612366146176	601
	3	511111519874	Baking	BAKING	test brand @1612366146051	0	TEST BRANDCODE @1612366146051	601
	4	511111319917	Candy & Sweets	CANDY_AND_SWEETS	test brand @1612366146827	0	TEST BRANDCODE @1612366146827	601
	5	511111719885	Baking	BAKING	test brand @1612366146091	0	TEST BRANDCODE @1612366146091	601
	6	511111219897	Baking	BAKING	test brand @1612366146133	0	TEST BRANDCODE @1612366146133	60 <sup>-</sup>
	7	511111104810	Condiments & Sauces	NaN	J.L. Kraft	0	J.L. KRAFT	5c
	8	511111504412	Canned Goods & Soups	NaN	Campbell's Home Style	0	CAMPBELLS HOME STYLE	5ab
	9	511111504788	Baking	BAKING	test	0	TEST	5c4
					_			

• We can see the cells are filled as we planned!

```
In [ ]: cleaned_brands.to_csv('cleaned_brands.csv', index=False)
```

## **Receipts**

#### **Receipts Data Schema**

- \_id: uuid for this receipt
- bonusPointsEarned: Number of bonus points that were awarded upon receipt completion
- bonusPointsEarnedReason: event that triggered bonus points
- createDate: The date that the event was created
- dateScanned: Date that the user scanned their receipt
- finishedDate: Date that the receipt finished processing
- modifyDate: The date the event was modified
- pointsAwardedDate: The date we awarded points for the transaction
- pointsEarned: The number of points earned for the receipt
- purchaseDate: the date of the purchase
- purchasedItemCount: Count of number of items on the receipt
- rewardsReceiptItemList: The items that were purchased on the receipt
- rewardsReceiptStatus: status of the receipt through receipt validation and processing
- totalSpent: The total amount on the receipt
- userld: string id back to the User collection for the user who scanned the receipt

```
In [ ]: cleaned_receipts = receipts.copy()
    cleaned_receipts.head()
```

Out[ ]:		_id_\$oid	bonusPointsEarned	bonusPointsEarnedReason	createDate_\$date	dateSca
	0	5ff1e1eb0a720f0523000575	500.0	Receipt number 2 completed, bonus point schedu	1609687531000	16(
	1	5ff1e1bb0a720f052300056b	150.0	Receipt number 5 completed, bonus point schedu	1609687483000	160
	2	5ff1e1f10a720f052300057a	5.0	All-receipts receipt bonus	1609687537000	160
	3	5ff1e1ee0a7214ada100056f	5.0	All-receipts receipt bonus	1609687534000	160
	4	5ff1e1d20a7214ada1000561	5.0	All-receipts receipt bonus	1609687506000	16(

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 1119 entries, 0 to 1118
Data columns (total 15 columns):

#	Column	Non-Null Count Dtype				
0	_id_\$oid	1119 non-null	object			
1	bonusPointsEarned	544 non-null	float64			
2	bonusPointsEarnedReason	544 non-null	object			
3	createDate_\$date	1119 non-null	int64			
4	dateScanned_\$date	1119 non-null	int64			
5	<pre>finishedDate_\$date</pre>	568 non-null float64				
6	<pre>modifyDate_\$date</pre>	1119 non-null	int64			
7	<pre>pointsAwardedDate_\$date</pre>	537 non-null float6				
8	pointsEarned	609 non-null	float64			
9	purchaseDate_\$date	671 non-null	float64			
10	purchasedItemCount	635 non-null	float64			
11	rewardsReceiptItemList	679 non-null	object			
12	rewardsReceiptStatus	1119 non-null	object			
13	totalSpent	684 non-null float6				
14	userId	1119 non-null object				
dtvn	es: float64(7) int64(3)	object(5)				

dtypes: float64(7), int64(3), object(5)

memory usage: 131.3+ KB

In [ ]: cleaned\_receipts.describe(include='all')

Out[ ]:		_id_\$oid	bonusPointsEarned	bonus Points Earned Reason	createDate_\$date	da
	count	1119	544.000000	544	1.119000e+03	
	unique	1119	NaN	9	NaN	
	top	5ff1e1eb0a720f0523000575	NaN	All-receipts receipt bonus	NaN	
	freq	1	NaN	183	NaN	
	mean	NaN	238.893382	NaN	1.611800e+12	
	std	NaN	299.091731	NaN	1.484091e+09	
	min	NaN	5.000000	NaN	1.604089e+12	
	25%	NaN	5.000000	NaN	1.610652e+12	
	50%	NaN	45.000000	NaN	1.611941e+12	
	75%	NaN	500.000000	NaN	1.612704e+12	
	max	NaN	750.000000	NaN	1.614641e+12	

```
In []: def remove_date_suffix(df):
    """
    Removes the `$date` suffix from column names that end with it.

Args:
    df: The pandas DataFrame to modify.

Returns:
    A new DataFrame with the modified column names.
    """
```

```
new_columns = []
 for column in df.columns:
    if column.endswith(' $date'):
      new_columns.append(column[:-6])
    else:
      new_columns.append(column)
  df.columns = new_columns
  return df
def clean receipts(df):
 # Remove the $oid from column name
 df.rename(columns={"_id_$oid": "_id"}, inplace=True)
 df = remove date suffix(df)
 # Cast the date fields into datetime data type - similar to how it was done for user
 date_columns = ['createDate', 'dateScanned', 'finishedDate', 'modifyDate', 'pointsAw
 for col in date columns:
      df[col] = pd.to datetime(df[col], unit='ms', errors='coerce')
      df[col] = df[col].dt.strftime('%Y-%m-%d %H:%M:%S.%f')
      df[col] = pd.to_datetime(df[col], format='%Y-%m-%d %H:%M:%S.%f')
 # Due to some import problems in MySQL, this was a safeguard step to avoid fatal imp
 # Filled the null values in bonusPointsEarned and TotalSpent columns to 0
 # Casted the data type as float - the data was already float but there were some fat
 for col in ['bonusPointsEarned', 'totalSpent']:
      df[col] = df[col].fillna(0.0)
      df[col] = df[col].astype(float)
clean_receipts(cleaned_receipts)
cleaned_receipts.head()
```

Out[ ]:		_id	bonusPointsEarned	bonus Points Earned Reason	createDate	dateScanned
	0	5ff1e1eb0a720f0523000575	500.0	Receipt number 2 completed, bonus point schedu	2021-01- 03 15:25:31	2021-01-03 15:25:31
	1	5ff1e1bb0a720f052300056b	150.0	Receipt number 5 completed, bonus point schedu	2021-01- 03 15:24:43	2021-01-03 15:24:43
	2	5ff1e1f10a720f052300057a	5.0	All-receipts receipt bonus	2021-01- 03 15:25:37	2021-01-03 15:25:37
	3	5ff1e1ee0a7214ada100056f	5.0	All-receipts receipt bonus	2021-01- 03 15:25:34	2021-01-03 15:25:34
	4	5ff1e1d20a7214ada1000561	5.0	All-receipts receipt bonus	2021-01- 03 15:25:06	2021-01-03 15:25:06
						<b>&gt;</b>

In [ ]: cleaned\_receipts.info()

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 1119 entries, 0 to 1118
Data columns (total 15 columns):
# Column Non-Null Count Dtype
```

#	Column	Non-Null Count	Dtype					
0	_id	1119 non-null	object					
1	bonusPointsEarned	1119 non-null	float64					
2	bonusPointsEarnedReason	544 non-null	object					
3	createDate	1119 non-null	<pre>datetime64[ns]</pre>					
4	dateScanned	1119 non-null	datetime64[ns]					
5	finishedDate	568 non-null	<pre>datetime64[ns]</pre>					
6	modifyDate	1119 non-null	<pre>datetime64[ns]</pre>					
7	pointsAwardedDate	537 non-null	<pre>datetime64[ns]</pre>					
8	pointsEarned	609 non-null	float64					
9	purchaseDate	671 non-null	<pre>datetime64[ns]</pre>					
10	purchasedItemCount	635 non-null	float64					
11	rewardsReceiptItemList	679 non-null	object					
12	rewardsReceiptStatus	1119 non-null	object					
13	totalSpent	1119 non-null	float64					
14	userId	1119 non-null	object					
dtyp	dtypes: datetime64[ns](6), float64(4), object(5)							
memo	memory usage: 131.3+ KB							

#### In [ ]: cleaned\_receipts.columns

Out[]: Index(['\_id', 'bonusPointsEarned', 'bonusPointsEarnedReason', 'createDate', 'dateScan ned', 'finishedDate', 'modifyDate', 'pointsAwardedDate', 'pointsEarned', 'purchaseDat e', 'purchasedItemCount', 'rewardsReceiptItemList', 'rewardsReceiptStatus', 'totalSpe nt', 'userId'], dtype='object')

In [ ]: cleaned\_receipts.head(20)

Out[ ]:	_id	bonusPointsEarned	bonus Points Earned Reason	createDate	dateScanned
---------	-----	-------------------	----------------------------	------------	-------------

	_ ·				
0	5ff1e1eb0a720f0523000575	500.0	Receipt number 2 completed, bonus point schedu	2021-01- 03 15:25:31	2021-01-03 15:25:31
1	5ff1e1bb0a720f052300056b	150.0	Receipt number 5 completed, bonus point schedu	2021-01- 03 15:24:43	2021-01-03 15:24:43
2	5ff1e1f10a720f052300057a	5.0	All-receipts receipt bonus	2021-01- 03 15:25:37	2021-01-03 15:25:37
3	5ff1e1ee0a7214ada100056f	5.0	All-receipts receipt bonus	2021-01- 03 15:25:34	2021-01-03 15:25:34
	5ff1e1d20a7214ada1000561	5.0	All-receipts receipt bonus	2021-01- 03 15:25:06	2021-01-03 15:25:06
5	5ff1e1e40a7214ada1000566	750.0	Receipt number 1 completed, bonus point schedu	2021-01- 03 15:25:24	2021-01-03 15:25:24
6	5ff1e1cd0a720f052300056f	5.0	All-receipts receipt bonus	2021-01- 03 15:25:01	2021-01-03 15:25:01
7	5ff1e1a40a720f0523000569	500.0	Receipt number 2 completed, bonus point schedu	2021-01- 03 15:24:20	2021-01-03 15:24:20
8	5ff1e1ed0a7214ada100056e	5.0	All-receipts receipt bonus	2021-01- 03 15:25:33	2021-01-03 15:25:33
9	5ff1e1eb0a7214ada100056b	250.0	Receipt number 3 completed, bonus point schedu	2021-01- 03 15:25:31	2021-01-03 15:25:31
10	5ff1e1c50a720f052300056c	100.0	Receipt number 6 completed, bonus point schedu	2021-01- 03 15:24:53	2021-01-03 15:24:53
11	5ff1e1a10a720f0523000568	750.0	Receipt number 1 completed, bonus point schedu	2021-01- 03 15:24:17	2021-01-03 15:24:17
12	5ff1e1b60a7214ada100055c	150.0	Receipt number 5 completed, bonus point schedu	2021-01- 03 15:24:38	2021-01-03 15:24:38
13	5f9c74f70a7214ad07000037	750.0	Receipt number 1 completed, bonus point schedu	2020-10- 30 20:17:59	2020-10-30 20:17:59
14	5ff1e1b20a7214ada100055a	300.0	Receipt number 4 completed, bonus point schedu	2021-01- 03 15:24:34	2021-01-03 15:24:34
15	5ff1e1e90a7214ada1000569	0.0	NaN	2021-01- 03 15:25:29	2021-01-03 15:25:29

	_id	bonusPointsEarned	bonusPointsEarnedReason	createDate	dateScanned
16	5ff1e1df0a7214ada1000564	750.0	Receipt number 1 completed, bonus point schedu	2021-01- 03 15:25:19	2021-01-03 15:25:19
17	5ff1e1b40a7214ada100055b	750.0	Receipt number 1 completed, bonus point schedu	2021-01- 03 15:24:36	2021-01-03 15:24:36
18	5ff1e1eb0a720f0523000576	300.0	Receipt number 4 completed, bonus point schedu	2021-01- 03 15:25:31	2021-01-03 15:25:31
19	5ff1e1c80a720f052300056d	5.0	All-receipts receipt bonus	2021-01- 03 15:24:56	2021-01-03 15:24:56

• dropping the rewardsReceiptItemList column as we have a dedicated table (items) for this field.

```
In [ ]: cleaned_receipts.drop(columns=['rewardsReceiptItemList'], inplace=True)
```

• Checking duplicate rows

```
In [ ]: cleaned_receipts.duplicated().sum()
Out[ ]: 0
```

• There are many other data cleaning steps that can be performed on this table, but given the business requirements, this much data cleaning is sufficient. Other cleaning steps can be performed as per the client's/stakeholder's requirements.

```
In [ ]: cleaned_receipts.to_csv('cleaned_receipts.csv', index=False)
```

### **Items**

• Correcting the name of the ID field similar to receipts

```
In [ ]: items.rename(columns={"_id_$oid": "_id"}, inplace=True)
In [ ]: items.head()
```

Out[ ]:		barcode	description	finalPrice	itemPrice	needs Fetch Review	partnerItemId	prevent Target Ga
	0	4011	ITEM NOT FOUND	26.00	26.00	False	1	
	1	4011	ITEM NOT FOUND	1	1	NaN	1	
	2	028400642255	DORITOS TORTILLA CHIP SPICY SWEET CHILI REDUCE	10.00	10.00	True	2	
	3	NaN	NaN	NaN	NaN	False	1	
	4	4011	ITEM NOT FOUND	28.00	28.00	False	1	
4								<b>&gt;</b>
In [ ]:	it	tems.info()						

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 6941 entries, 0 to 6940
Data columns (total 36 columns):

#	Column	Non-Null Count	Dtype				
 0	barcode	3090 non-null	object				
1	description	6560 non-null	object				
2	finalPrice	6767 non-null	object				
3	itemPrice	6767 non-null	object				
4	needsFetchReview	813 non-null	object				
5	partnerItemId	6941 non-null	object				
6	preventTargetGapPoints	358 non-null	object				
7	quantityPurchased	6767 non-null	float64				
8	userFlaggedBarcode	337 non-null	object				
9	userFlaggedNewItem	323 non-null	object				
10	userFlaggedPrice	299 non-null	object				
11	userFlaggedQuantity	299 non-null	float64				
12	needsFetchReviewReason	219 non-null	object				
13	pointsNotAwardedReason	340 non-null	object				
14	pointsPayerId	1267 non-null	object				
15	rewardsGroup	1731 non-null	object				
16	rewardsProductPartnerId	2269 non-null	object				
17	userFlaggedDescription	205 non-null	object				
18	originalMetaBriteBarcode	71 non-null	object				
19	originalMetaBriteDescription	10 non-null	object				
20	brandCode	2600 non-null	object				
21	competitorRewardsGroup	275 non-null	object				
22	discountedItemPrice	5769 non-null	object				
23	originalReceiptItemText	5760 non-null	object				
24	itemNumber	153 non-null	object				
25	originalMetaBriteQuantityPurchased	15 non-null	float64				
26	pointsEarned	927 non-null	object				
27	targetPrice	378 non-null	object				
28	competitiveProduct	645 non-null	object				
29	originalFinalPrice	9 non-null	object				
30	originalMetaBriteItemPrice	9 non-null	object				
31	deleted	9 non-null	object				
32	priceAfterCoupon	956 non-null	object				
33	metabriteCampaignId	863 non-null	object				
34	_id	6941 non-null	object				
35	userId	6941 non-null	object				
<pre>dtypes: float64(3), object(33)</pre>							
memory usage: 1.9+ MB							

In [ ]: items.nunique()

```
barcode
                                                 568
Out[ ]:
                                                1889
         description
         finalPrice
                                                 828
         itemPrice
                                                 828
         needsFetchReview
                                                   2
                                                 916
         partnerItemId
         preventTargetGapPoints
                                                   1
         quantityPurchased
                                                  13
         userFlaggedBarcode
                                                   6
                                                   1
         userFlaggedNewItem
         userFlaggedPrice
                                                  13
                                                   5
         userFlaggedQuantity
         {\tt needsFetchReviewReason}
                                                   2
         pointsNotAwardedReason
                                                   1
                                                  15
         pointsPayerId
                                                 182
         rewardsGroup
         rewardsProductPartnerId
                                                  16
                                                   3
         userFlaggedDescription
         originalMetaBriteBarcode
                                                   6
                                                   2
         originalMetaBriteDescription
                                                 227
         brandCode
         competitorRewardsGroup
         discountedItemPrice
                                                 817
         originalReceiptItemText
                                                1738
         itemNumber
                                                  47
         originalMetaBriteQuantityPurchased
                                                   2
                                                 277
         pointsEarned
                                                   2
         targetPrice
         competitiveProduct
                                                   2
                                                   2
         originalFinalPrice
         originalMetaBriteItemPrice
                                                   2
         deleted
                                                   1
                                                 334
         priceAfterCoupon
         metabriteCampaignId
                                                  75
         _id
                                                 679
         userId
                                                 246
         dtype: int64
         items.duplicated().sum()
Out[]:
```

- There won't be any cleaning with this table as the fields are not necessarily present for each receipt and user.
- The rows that had all the field values as NULL except the user and receipt IDs were already dropped during the table creation stage.
- For example: Not every item has a coupon applied to it, which results in a preiceAfterCoupon field for that particular item in the receipt.
- This table is created for easier access of fields required for the queries.

```
In [ ]: items.to_csv('items.csv', index=False)
```

# **Exploring the Data before Queries**

```
In [ ]: brand_names = cleaned_brands['brandCode'].unique()
    brand_names
```

```
Out[ ]: array([nan, 'STARBUCKS', 'TEST BRANDCODE @1612366146176',
                 'TEST BRANDCODE @1612366146051', 'TEST BRANDCODE @1612366146827',
                 'TEST BRANDCODE @1612366146091', 'TEST BRANDCODE @1612366146133'.
                 'J.L. KRAFT', 'CAMPBELLS HOME STYLE', 'TEST',
                 'TEST BRANDCODE @1598813526777', 'CALUMET', '511111205012',
                 'AUNT JEMIMA SYRUP', 'MOLSON', 'LOTRIMIN',
                 'TEST BRANDCODE @1597342520277', 'ST IVES', 'CHRISIMAGE',
                 'ALKA SELTZER', "JACK DANIEL'S BARBECUE", 'MAGNUM ICE CREAM',
                '511111105329', 'TEST BRANDCODE @1598635634882', 'TACO BELL',
                 'FROSTED CHEERIOS', 'TEST BRANDCODE @1598639199674',
                 'GODIVA DRY PACKAGED DESSERTS', 'LARABAR',
                'TEST BRANDCODE @1597350074333', 'TEST BRANDCODE @1607636368717', 'TEST BRANDCODE @1607707830095', 'COTTONELLE', 'IZZE', 'MIO',
                 '511111505365', 'QUILTING SPECIAL EDITION',
                 'TEST BRANDCODE @1604437351617', 'HERMAN', 'KEVITA', 'DELIMEX',
                'THE RIGHT TO SHOWER', 'CARESS', 'TEST BRANDCODE @1595340086044',
                 'TEST BRANDCODE @1597861700968', 'TEST BRAND CODE',
                 'TEST BRANDCODE @1598026275245', 'SWANSON',
                 'TEST BRANDCODE @1598026274668', 'DASH-2249 1', '511111805854',
                 'KETTLE BRAND', 'CAMPBELLS SOUP AT HAND', 'RAINBO', 'CRISPIN',
                 'TEST BRANDCODE @1607707830137', 'CLARITIN®', 'COOKIE CRISP'
                 'TEST BRANDCODE @1605535020442', 'TEST BRANDCODE @1604946244750',
                 'SNYDERS OF HANOVER', 'GOOD SEASONS',
                 'TEST BRANDCODE @1598633602279', 'REVOLVER', 'KEYSTONE LIGHT',
                 'BETTY CROCKER FRUIT ROLL UPS', 'TEST BRANDCODE @1607639232356',
                 'MOMOFUKU', 'POPSICLE', 'MUG ROOT BEER', 'TOMS',
                 'TEST BRANDCODE @1606765579244', 'TEST BRANDCODE @1597342520305',
                 'PROMISE', 'OFF THE EATEN PATH', 'TEST BRANDCODE @1600291350125',
                'TEST BRANDCODE @1603760319758', "NANCY'S",
                 'CAMPBELLS CHUNKY MAXX', 'FOOD NETWORK KITCHEN INSPIRATIONS',
                 'TEST BRANDCODE @1597935986390', 'TEST BRANDCODE @1598633693744',
                 'SABRITAS', 'GEVALIA KAFFE', 'TEST BRANDCODE @1598290603501',
                "O THAT'S GOOD", "CHESTER'S", "MISS VICKIE'S", "SIR KENSINGTON'S",
                 'DORITOS', 'A.1.', 'TEST BRANDCODE @1598290603587', 'LOOZA JUICES',
                 'ALEVE', 'SOFT-SHEEN CARSON - HAIR COLOR',
                 'TEST BRANDCODE @1604946245499', 'TEST BRANDCODE @1598639199117',
                 'PULL UPS', 'TEST BRANDCODE @1605535020629', 'BRISK', 'CHRISXYZ',
                "BULL'S-EYE", 'KLONDIKE', 'FRUTTARE', '511111305569', 'KNOX',
                 '511111505716', 'PLANTERS', 'DEGREE', "CALEB'S KOLA",
                 'LEMON LEMON', 'VASELINE', '511111005216',
                'TEST BRANDCODE @1607312532178', 'PINESOL',
'TEST BRANDCODE @1595340086791', '511111005148', 'ESSIE',
                 '0987654321', 'CAMPBELLS WELL YES',
                 'TEST BRANDCODE @1607312532304', 'TEST BRANDCODE @1598026274643',
                'TEST BRANDCODE @1601644881995', 'BEEF STEAK', "POND'S",
                 'L'OREAL PARIS - COSMETICS', '511111605829',
                 'TEST BRANDCODE @1595340086078', 'TEST BRANDCODE @1602694020787',
                 'TEST BRANDCODE @1601939013649', 'SNACK FACTORY', 'MILLER64',
                "I CAN'T BELIEVE IT'S NOT BUTTER!", '5111111805786',
                 'TEST BRANDCODE @1610496647142', 'TEST BRANDCODE @1610496646289',
                'TEST BRANDCODE @1610496646345', 'TEST BRANDCODE @1610496646232', 'TEST BRANDCODE @1610495466218', 'TEST BRANDCODE @1610495102462',
                 'TEST BRANDCODE @1610495466250', 'KRAFT MIRACLE WHIP',
                 'TEST BRANDCODE @1598042674173', 'TEST BRANDCODE @1598635634796',
                 'SHEAF STOUT', 'CHEETOS', 'NATURES HARVEST', '511111605058',
                 'TEST BRANDCODE @1598639198570', 'TEST BRANDCODE @1599097538609',
                 'SCOTT', 'TEST BRANDCODE @1607639231674', 'EPIC', 'GROLSCH',
                 'TEST BRANDCODE @1603760320407', 'MAGNUM',
                 'TEST BRANDCODE @1603925787411', 'TEST BRANDCODE @1610495466861',
                 'TEST BRANDCODE @1610495102526', 'TEST BRANDCODE @1610495102491',
```

```
'TEST BRANDCODE @1610495466175', 'TEST BRANDCODE @1610495103255',
'TEST BRANDCODE @1610495466285', 'TEST BRANDCODE @1610049748118',
'TEST BRANDCODE @1610049748181', 'TEST BRANDCODE @1610049748154', 'TEST BRANDCODE @1610049748724', 'TEST BRANDCODE @1610053719707',
'TEST BRANDCODE @1607987891932', 'TEST BRANDCODE @1607987891893',
'TEST BRANDCODE @1607987891852', 'TEST BRANDCODE @1607987892541',
'TEST BRANDCODE @1607707829962', "KILLIAN'S",
'TEST BRANDCODE @1597861700880', "KRAFT SHAKE 'N BAKE", 'HP',
'DRUMSTICK CEREAL', 'ALEVE D SINUS & COLD', 'CHEEZ WHIZ',
'TEST BRANDCODE @1607463685522', 'COOL WHIP', 'TRIX',
'FLINTSTONES', 'ABSOLUT® GRAPEFRUIT', 'ALTOS', 'DEL MAGUEY',
'JAMESON® BLACK BARREL', 'JAMESON', 'MONKEY 47', 'MALIBU',
'LILLET', '511111705161', 'AMP2', 'TEST BRANDCODE @1597861700940',
'TEST BRANDCODE @1604437351567', 'KELSEN', '5111111405818',
'ALEVE DIRECT THERAPY PAIN RELIEF DEVICES', 'COLORADO NATIVE'.
'SOBE', 'KNUDSEN', '511111105763', '511111005421', "CAP'N CRUNCH",
"MRS BAIRD'S", 'TRESEMME', 'PURE LEAF ICED TEA BEVERAGES',
'ONE A DAY KIDS', 'TEST BRANDCODE @1599159968998', 'LIFEWTR',
'511111804994', 'SIMILAC', 'CORICIDIN HBP',
'TEST BRANDCODE @1601939016290', 'BADEDAS',
'TEST BRANDCODE @1604946244876', 'BENIHANA', 'MOUNTAIN HIGH',
'TOSTITOS', 'TEST BRANDCODE @1603760319788', 'GERBER BABY FOOD',
'PACE', 'CAMPBELLS SLOW KETTLE', 'ARCHWAY', 'BAYER® ASPIRIN',
'TEST BRANDCODE @1610055793449', 'TEST BRANDCODE @1610055793411',
'TEST BRANDCODE @1610055793500', 'TEST BRANDCODE @1610055794196', 
'TEST BRANDCODE @1610055793537', 'TEST BRANDCODE @1610058181549',
'TEST BRANDCODE @1610053719944', 'TEST BRANDCODE @1610053719998',
'TEST BRANDCODE @1610053719869', 'TEST BRANDCODE @1610053721033',
'DEPEND', 'TEST BRANDCODE @1608313322283',
'TEST BRANDCODE @1608313321374', 'TEST BRANDCODE @1608313321191',
'TEST BRANDCODE @1608313321301', 'TEST BRANDCODE @1608313321222',
'NATURE VALLEY', 'TEST BRANDCODE @1598633693767',
'TEST BRANDCODE @1598633693791', 'ANZIO', '511111705000',
"HERSHEY'S WHIPPED TOPPING", 'TEST BRANDCODE @1598633693720',
'TEST BRANDCODE @1605535020671', 'IMPERIAL', 'ALEVE PM NIGHT TIME', 'TEST BRANDCODE @1603925787294', 'APOTHECARE ESSENTIALS',
"HENRY WEINHARD'S", 'CAMPBELLS CHUNKY', 'ONE A DAY® WOMENS',
'TEST BRANDCODE @1595340085980', 'KINGSFORD', 'YOPLAIT GO-GURT',
'FRITO-LAY', 'GREY POUPON', 'TEST BRANDCODE @1598296704763',
'BERROCA®', 'PROPEL', "MILWAUKEE'S BEST", 'SPITZ', 'IMAGINE',
'TEST BRANDCODE @1597342520969', 'TUSK & GRAIN', "REDD'S ALE",
'LANCE', 'PACIFIC FOODS', 'YOPLAIT DUNKERS',
'TEST BRANDCODE @1598554813705', 'LIPTON SOUP', 'MINIONS CEREAL',
'LOVE HOME AND PLANET', 'TEST BRANDCODE @1595968943012',
'ONETOUCH', 'TEST BRANDCODE @1597935986248', 'KRAFT', 'BASIC 4',
'WOLFGANG PUCK', 'TEST BRANDCODE @1601659120828',
'TEST BRANDCODE @1603925787441', 'THE SOULFUL PROJECT',
'TEST BRANDCODE @1598633602924', 'DREAM WHIP',
'TEST BRANDCODE @1597527951461', 'TEST BRANDCODE @1607639231623',
'KJELDSEN', 'TEST BRANDCODE @1598635435896',
'TEST BRANDCODE @1599849713773', 'TEST BRANDCODE @1607636369405',
'TEST BRANDCODE @1601644363827', 'PEPPERIDGE FARM',
'TEST BRANDCODE @1611088503689', 'TEST BRANDCODE @1605535020580'.
'MILLER HIGH LIFE', 'QUAKER', '511111705727', 'ATHENOS',
'TEST BRANDCODE @1599159969028', 'TEST BRANDCODE @1597350074404'
'SEDAL', 'RED ROCK DELI', 'ALKA SELTZER PLUS SINUS CAP/ GEL/ TAB',
'TEST BRANDCODE @1598633602253', 'SMARTFOOD',
'TEST BRANDCODE @1598042673532', 'TEST BRANDCODE @1601939762881',
'OSCAR MAYER', 'LECH PREMIUM', '511111805137', 'HEINERS',
'PARENTS', 'PIONEER WOMAN', 'TEST BRANDCODE @1611088504474',
```

```
'511111605102', 'HOP VALLEY', 'TEST BRANDCODE @1597861700914',
'YUBAN', '511111105114', 'TEST BRANDCODE @1603760319682',
'TEST BRANDCODE @1598716509394', 'TIGI', "AUTUMN'S GOLD",
'BROOKE BOND', '511111105046', 'TEST BRANDCODE @1595968943049',
'AMPTEST', 'COORS', 'BOLT 24', 'MIST TWST',
'TEST BRANDCODE @1608136484526', 'TEST BRANDCODE @1608136485398',
'TEST BRANDCODE @1608136484574', 'SARGENTO',
'TEST BRANDCODE @1608136484633', 'TEST BRANDCODE @1608136484689',
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       'TEMPTATIONS', "NATURE'S PATH ORGANIC", 'DOLE', 'EL MONTEREY'
       'BIGELOW', 'HY-VEE SELECT', 'KIKKOMAN', 'SPECIAL K', 'SWANSON',
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          'ORE-IDA',
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          'PEPPERIDGE FARM',
          'PEPSI',
          'PHILADELPHIA',
          'PLANTERS',
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          'QUAKER',
          'RICE-A-RONI',
          'SARGENTO',
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	2	511111819905	Baking	BAKING	test brand @1612366146176	0	TEST BRANDCODE @1612366146176
	3	511111519874	Baking	BAKING	test brand @1612366146051	0	TEST BRANDCODE @1612366146051
	4	511111319917	Candy & Sweets	CANDY_AND_SWEETS	test brand @1612366146827	0	TEST BRANDCODE @1612366146827
	5	511111719885	Baking	BAKING	test brand @1612366146091	0	TEST BRANDCODE @1612366146091
	6	511111219897	Baking	BAKING	test brand @1612366146133	0	TEST BRANDCODE @1612366146133
	7	511111104810	Condiments & Sauces	NaN	J.L. Kraft	0	J.L. KRAFT
	8	511111504412	Canned Goods & Soups	NaN	Campbell's Home Style	0	CAMPBELLS HOME STYLE
	9	511111504788	Baking	BAKING	test	0	TEST
	10	511111516354	Baking	BAKING	test brand @1598813526777	0	TEST BRANDCODE @1598813526777
	11	511111102540	NaN	NaN	MorningStar	0	NaN
	12	511111201076	Baking	BAKING	Calumet	0	CALUMET
	13	511111205012	Magazines	MAGAZINES	Entertainment Weekly	0	511111205012
	14	511111801801	Breakfast & Cereal	NaN	AUNT JEMIMA Syrup	0	AUNT JEMIMA SYRUP
	15	511111202233	Beer Wine Spirits	BEER_WINE_SPIRITS	Molson Canadian	0	MOLSON
	16	511111817376	Health & Wellness	HEALTHY_AND_WELLNESS	Lotrimin®	0	LOTRIMIN
	17	511111515319	Baking	BAKING	test brand @1597342520277	0	TEST BRANDCODE @1597342520277
	18	511111317364	Baking	BAKING	test brand @1605535049181	0	NaN
	19	511111300700	Beauty	NaN	ST. IVES	0	ST IVES

In [ ]: cleaned\_receipts.to\_csv('cleaned\_receipts.csv', index=False)

In [ ]: cleaned\_receipts.describe()

 Out[]:
 bonusPointsEarned
 createDate
 dateScanned
 finishedDate

	bonusPointsEarned	createDate	dateScanned	finishedDate	modifyDat
count	1119.000000	1119	1119	568	111
mean	116.137623	2021-01-28 02:09:41.600271616	2021-01-28 02:09:41.600272384	2021-01-19 12:10:05.020589568	2021-01-2 15:14:28.70304384
min	0.000000	2020-10-30 20:17:59	2020-10-30 20:17:59	2021-01-03 15:24:10	2021-01-0 15:24:1
25%	0.000000	2021-01-14 19:13:03.690499840	2021-01-14 19:13:03.690499840	2021-01-08 21:22:42.500000	2021-01-1 21:32:25.50000
50%	0.000000	2021-01-29 17:18:22	2021-01-29 17:18:22	2021-01-19 21:13:57.500000	2021-01-2 17:18:4
75%	45.000000	2021-02-07 13:20:13.736999936	2021-02-07 13:20:13.736999936	2021-01-27 17:42:13.500000	2021-02-0 13:20:13.73699993
max	750.000000	2021-03-01 23:17:34.772000	2021-03-01 23:17:34.772000	2021-02-26 22:36:25	2021-03-0 23:17:34.77200
std	240.243665	NaN	NaN	NaN	Nal

In [ ]: