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Subject:	Observations on Receipts, Users and Brands data

Hello everyone,

Hope all are doing well. I have conducted my initial analysis on receipts, users, and brands data available in our database. Below are my findings and potential issues:

- More than half of the records in our users data is redundant. Data redundancy can cause data inconsistency, which can lead to unreliable and/or misleading insights. We need to check with our Data Management team on the cause for this and make changes to the way we are storing data, if necessary.
- In receipts data, there are 117 users who do not have records available in our users database. This needs to be discussed with our data management team. Because if Users data is used in our analysis, we are missing out on these 117 users and losing valuable information.
- There are 71 users in user database who do not have receipt records available. We will have to analyze and find out the reason why these users are not having receipts in our database. Is it because they are not our users anymore, if so, should we remove them from our database (or) we need to find out reason for missing receipts.
- We do not have details on items bought for 440 receipts since the field "rewardsReceiptItemList" is not available in receipts database. We may need to verify our data collection process.
- There are many missing brandcodes in the brands database. This could negatively impact our understanding of users' brand preferences.
- Almost half of the data is missing for some of the fields in receipts database. This missing data could be of concern in our analysis.
- More than 50% of the data is missing for topBrand(52%) & catagoryCode(56%) fields in brands database.
- Furthermore, I would like to know about the definition of all possible values for "rewardsReceiptStatus" in receipts data and is ACCEPTED status similar to FINISHED status ?

We need to discuss further on missing data and other issues mentioned above. Please suggest a convenient time for you, so that I can setup a meeting.

Let me know in case of any concerns.

Regards,
Kishore