**Third: Communicate with Stakeholders**

**Subject:** Fetch Data Analysis – Key Trends, Data Quality Issues

I wanted to share the key findings from my recent analysis of Fetch's transaction, user, and product data. Below is a summary of **data quality concerns, important trends, and recommendations for further actions.**

1. **Data Quality Issues & Open Questions**

## **Missing Brand Data is Impacting Analysis**

* **538 transactions in the Snacks category** and **246 in Health & Wellness** are missing BRAND values.
* **This limits our ability to track brand performance in high-revenue categories.**

**Question:**

* Do we have a reference dataset that maps barcodes to brand names to help fill in missing data?

1. **High Percentage of Duplicate Receipts**

* 50% of transactions (25,560 duplicate receipts) were identified.
* 4,209 duplicate barcodes in the products dataset, suggesting potential data integrity issues.

**Question:**

* Should duplicate receipts be removed, or are they expected (e.g., multiple scans of the same receipt)?

### M****issing User Demographic Data****

* 3,675 users (3.7%) are missing BIRTH\_DATE, affecting age-based segmentation.
* 30.5% of users are missing LANGUAGE preferences.

**Question:**

* Can we infer missing demographic data from user profiles, or is additional data collection needed?

## **Interesting Trends in the Data**

## **Sales Trends – Strong Summer Performance, But Sharp Decline in September**

|  |  |
| --- | --- |
| Month | Total Sales |
| June 2024 | $36,024.17 |
| July 2024 | $64,987.69 |
| August 2024 | $58,554.53 |
| September 2024 | $12,048.01 |

## **Key Takeaway:**

## **Sales peaked in July but declined by 80% in September.**

## **Explanations:**

## **Seasonal trends (summer spending boost).**

## **Lower engagement or marketing gaps in later months.**

**Question:**

* S**hould we analyze customer churn in Q3 to determine if active users dropped significantly?**

1. **Beverage Brands Dominate Purchases**

|  |  |
| --- | --- |
| Brand | Total Purchases |
| Coca-Cola | 1,080 |
| Pepsi | 732 |
| Great Value | 768 |

**Key Takeaway:**

* **Beverages drive a significant portion of transactions on Fetch.**
* **Great Value (private label brand) ranks among top sellers, indicating price sensitivity.**

**Question:**

* **Could we explore partnership opportunities with Coca-Cola & Pepsi for targeted promotions?**

### ****Millennials Are the Top Health & Wellness Buyers****

|  |  |
| --- | --- |
| Generation | Health & Wellness % of Total Spend |
| Boomers | 27.46% |
| Gen X | 22.69% |
| Millennials | 13.50% |

**Key Takeaway:**

* **Boomers and Gen X spend the highest percentage of their total purchases on Health & Wellness.**
* **Millennials spend less percentage-wise, but given their population size, they may still be the highest total spenders.**

**Question:**

* S**hould we create Millennial-targeted promotions for Health & Wellness products?**

## **New Insight: Fetch’s Power Users Are One-Time Buyers**

|  |  |  |  |
| --- | --- | --- | --- |
| USER\_ID | Repeat Purchase Months | Total Spend | Total Receipts |
| 630789e1101ae272a4852287 | 1 | $925.64 | 1 |
| 63af23db9f3fc9c7546fdbec | 1 | $476.34 | 1 |
| 637257e75fdbb03aa198a310 | 2 | $90.00 | 2 |
| 5d61b8e71ddc4058bd98f776 | 1 | $71.97 | 1 |
| 5e022fe1daccde120544eb42 | 2 | $70.37 | 2 |

**Key Takeaway:**

* **Fetch’s highest spenders do not return over time!**
* **Only 2 out of the top 5 spenders have made purchases in multiple months.**

**Question:**

* **Should we introduce a loyalty program to encourage repeat purchases from high-value users?**

## **Request for Action & Next Steps**

## **Key questions for decision-making:**

## **Can we investigate missing brand data and explore barcode mapping?**

## **Should we adjust marketing strategies to retain high-spending but one-time buyers?**

## **Do we need to explore why September saw such a significant drop in sales?**

## I’d like to discuss next steps and potential improvements based on these insights. Let me know how we should proceed.

**Best Regards,**

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