Subject: Update on Customer Behavioral Analysis Project: Insights and Next Steps

Dear Stakeholder,

I hope this email finds you well. My name is Mike Wilson, the Data Product Lead at Fetch, overseeing the development of the rewards user behavior analysis project. I wanted to provide you with an update on the progress of our product development efforts and discuss our next steps moving forward.

Purpose:

The purpose of this email is to inform you of the key findings from our analysis thus far and to outline next steps in our project plan.

Key Points:

1. Insights from Initial Analysis: Our team has been diligently analyzing customer data to uncover meaningful insights. Some key findings include:
   1. The most recent 30 day period has a low transaction count, highlighting a potential issue with rewards transactions being reported in a timely manner.
   2. In the month prior to the most recent, the top 5 brands from a transaction count standpoint were Kraft, Natural, Planter, Oscar Mayer, and Amp.
   3. Of those top 5 brands, the top 4 were not among the top 5 from the month before.
   4. There was a 3X month-on-month increase in overall consumer transactions, which may tie into the high brand turnover.
2. Upcoming Tasks: As we move forward with the project, our focus will be on:
   1. Digging deeper into the sharp increase in transactions to better understand what drove the increase and develop a hypothesis regarding whether it ties into monthly brand turnover.
   2. Investigating the last 30 days of transaction data to uncover any potential issues in the feed, or to adjust our analytical approach to accommodate the delay if it is an expected phenomenon (e.g. a delay in reporting to allow time for returns from customers).
   3. Collaborate with data partners to address data ingestion issues
      1. Correcting invalid JSON files are repaired prior to transmittal.
      2. Create a more robust key between receipts and brands.

Timeline:

We are currently on schedule to meet the project milestones outlined in our initial timeline. However, we remain flexible to accommodate any unforeseen challenges or opportunities that may arise.

Call to Action:

Your input and feedback are crucial as we continue to refine our analysis and develop actionable insights. Please review the attached summary of findings and let us know if you have any specific questions or areas of interest that you would like us to explore further.

Closing:

Thank you for your ongoing support and involvement in this project. We are excited about the insights we've uncovered so far and confident that they will inform strategic decision-making to better serve our customers. If you have any questions or would like to discuss the project in more detail, please feel free to reach out to me directly.

Best regards,

Mike Wilson  
Data Product Lead  
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