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 relatively low transaction count (12), 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 Amp, Sargento, Oscar Mayer, One, and Kraft.
   3. Despite Amp's surge overtaking Sargento, the top five brands have remained consistent month-over-month.
   4. There has been a significant month-on-month (2X) increase in overall consumer transactions, potentially linked to the rise of Amp.
2. Upcoming Tasks: As we move forward with the project, our focus will be on:
   1. Delving deeper into the spike in transactions to identify underlying drivers and hypotheses, including exploring retailer and promotion data for additional context.
   2. Investigating the last 30 days of transaction data to uncover any potential issues in the feed, or to continue with our current 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. Collaborating with our data partners to address data ingestion issues, including rectifying invalid JSON files, enhancing key relationships between receipts and brands, scrubbing the list of brand codes, and considering the creation of an item-level table for improved granularity.

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. While we're encouraged by the insights uncovered thus far, we believe that further exploration will yield deeper insights to drive strategic decision-making in enhancing our customer service. Should you have any questions or wish to discuss the project in more detail, please don't hesitate to contact me directly.

Best regards,

Mike Wilson  
Data Product Lead  
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