**Executive Summary**

Hi Name,

I’ve been analyzing Fetch’s user and sales data to understand year-over-year growth and identify key trends. Here are my key takeaways:

### **Data Quality Issues & Outstanding Questions**

* Some transaction records have missing or inconsistent values in the **Final\_Quantity** and **Final\_Sale** fields, which could impact revenue calculations.
* In the user table, the record in the language column is inconsistent as some rows only contain the language code i.e (es, en, etc) while other rows contain both language code and additional numeric values.
* Some user records have inconsistent or missing **account creation dates**, which may impact growth calculations.
* It’s unclear how Fetch defines an **active user**—should we focus on all sign-ups or only those who have made at least one transaction?

### **Interesting Trend**

One standout insight is that Fetch has experienced steady user growth year over year, averaging **151%** year over year. However, in **2023 & 2024**  there was a notable decline in users **-42.3%** and **-24.8%** respectively.

### **Request for Action**

To refine these insights and ensure accuracy, I need:

1. **Clarification on growth metrics**—should I measure success based on total sign-ups, active users, or transaction volume?
2. **Guidance on handling data gaps**—should I estimate missing values, exclude them, or apply a specific rule?
3. **Context on major business events**—are there known initiatives that may explain growth spikes in certain years?

Let me know your thoughts, and happy to sync for a deeper dive.

Best,  
Obinna Njoku