Data Qualities Issues:

Script for data loading from json to tabular form.

```sql
/*------------------------------------------------------------------------
Brands json data dump into tabular format using below SQL SERVER script.
------------------------------------------------------------------------*/
DECLARE @JSON2 VARCHAR(MAX)
SELECT @JSON2=BulkColumn
FROM OPENROWSET (BULK 'C:\Users\priya\Downloads\Fetch-Rewards\brands.json', SINGLE_CLOB) AS i

DROP TABLE IF EXISTS #Brands
CREATE TABLE #Brands
(id           VARCHAR(MAX)
,barcode      VARCHAR(MAX)
,brandCode    VARCHAR(MAX)
,category     VARCHAR(MAX)
,categoryCode VARCHAR(MAX)
,cpgId        VARCHAR(MAX)
,cpgRef       VARCHAR(MAX)
,name         VARCHAR(MAX)
,topBrand     BIT
)
INSERT INTO #Brands
SELECT DISTINCT * --To avoid duplicates
FROM OPENJSON (@JSON2,'$.Brands')
WITH (id           VARCHAR(MAX) '$._id."$oid"'
      ,barcode      VARCHAR(MAX) '$.barcode'
      ,brandCode    VARCHAR(MAX) '$.brandCode'
      ,category     VARCHAR(MAX) '$.category'
      ,categoryCode VARCHAR(MAX) '$.categoryCode'
      ,cpgId        VARCHAR(MAX) '$.cpg."$id"."$oid"'
      ,cpgRef       VARCHAR(MAX) '$.cpg."$ref"'
      ,name         VARCHAR(MAX) '$.name'
      ,topBrand     BIT          '$.topBrand'
)
```

1. Null Records

After executing above script run below script and you will see the below output. There are certain fields that have 'Null' values, which I believe won't be useful in getting any business insights.

Example: topBrand has 'Null' values

```
SELECT * FROM #Brands
/*If you see the output of above query topBrand have null values. Now this will impact your decision when you wanted
to check for topbrands. Crucial pieces of informations are missing here
*/
```

33 %

Results | Messages

	id	barcode	brandCode	category	categoryCode	cpgId	cpgRef	name	topBrand
1	5332f5ebe4b03c9a25efd0a7	511111304050	NULL	NULL	NULL	5332f5ebe4b03c9a25efd0a8	Cpgs	Monster	NULL
2	5332f5f2e4b03c9a25efd0a9	511111804048	NULL	NULL	NULL	5332f5f2e4b03c9a25efd0aa	Cpgs	Eggo	NULL
3	5332f5f2e4b03c9a25efd0ab	511111604037	NULL	NULL	NULL	5332f5f3e4b03c9a25efd0ac	Cpgs	Our F...	NULL
4	5332f5f3e4b03c9a25efd0ad	511111104025	NULL	NULL	NULL	5332f5f3e4b03c9a25efd0ae	Cpgs	Gree ...	NULL
5	5332f5f4e4b03c9a25efd0af	511111904014	NULL	NULL	NULL	5332f5f2e4b03c9a25efd0aa	Cpgs	Froste...	NULL
6	5332f5f5e4b03c9a25efd0b0	511111404002	NULL	NULL	NULL	5332f5f3e4b03c9a25efd0ae	Cpgs	Betty ...	NULL
7	5332f5f5e4b03c9a25efd0b1	511111203995	NULL	NULL	NULL	5332f5ebe4b03c9a25efd0a8	Cpgs	Minut...	NULL
8	5332f5f6e4b03c9a25efd0b2	511111703983	NULL	NULL	NULL	5332f5ebe4b03c9a25efd0a8	Cpgs	Coca-...	NULL
9	5332f5fbe4b03c9a25efd0b9	511111503972	PEPSI	Bevera...	NULL	5332f5fbe4b03c9a25efd0ba	Cpgs	Pepsi	0
10	5332f5fbe4b03c9a25efd0bb	511111003960	MOUNTA...	Bevera...	NULL	5332f5fbe4b03c9a25efd0ba	Cogs	Mount...	0