**Email Conversation**

**Subject:** Data Quality Observations and Insights from Recent Analysis

Hi [Team/Product/Business Leader],

I’ve completed an initial analysis of the provided datasets (Products, Transactions, and Users). Below is a summary of the findings, insights, and a few questions that need clarification to proceed effectively:

**Key Data Quality Issues**

1. **Incomplete Date Coverage**:
   * All transactions in the PURCHASE\_DATE column are from 2024. There is no data from prior or subsequent years, which prevents us from calculating year-over-year (YoY) growth.
   * Outstanding Question: Does Fetch have data for other years, or was this a limitation of the dataset provided?
2. **Missing or Null Data**:
   * Some columns, like FINAL\_SALE in transactions, contain null or invalid entries that could impact the accuracy of revenue calculations.
   * Outstanding Question: Can we confirm if these null values are expected or if data needs to be cleaned further?

**Interesting Trend in the Data**

* **Leading Brand in Dips & Salsa**:
  + The analysis reveals that *Marketside* is the top-selling brand in the "Dips & Salsa" category, with over $165,000 in sales. This indicates strong customer preference for this brand in this category, which could guide future partnership or promotion strategies.

**Request for Action**

To continue with deeper analysis and provide more actionable insights:

1. **Additional Data Needed**:
   * Could we get datasets spanning multiple years for transactions to better analyze Fetch’s growth over time?
   * Clarification on null values in the FINAL\_SALE column. Should there be excluded or imputed with average values?
2. **Clarification on Business Goals**:
   * Are there specific categories, brands, or customer segments you’d like us to focus on for future insights?

Please let me know how you’d like to proceed or if a follow-up meeting would be helpful to discuss these findings in detail.

**Best regards,  
Ranganayaki Chennuri**