

Sub: Data Analysis Insights and Next Steps for Product and Business Teams

Hi Team,

I wanted to share some key findings from our recent data analysis, as well as a few data quality concerns that may require your input.

Key Data Quality Issues:

Inconsistent Data Types: We've noticed that fields such as FINAL_QUANTITY and FINAL_SALE in our transactions data are stored as strings, which required manual correction to convert them into numeric types for analysis.

Missing Values: There are missing values in key user demographic fields (such as gender and state), which could affect any segmentation analysis we perform. We may need to either fill in these values or exclude certain rows.

Interesting Trend:

An interesting trend we observed is that "Dips & Salsa" is one of the top-performing product categories, and Brand X is currently leading in terms of total sales. This could indicate high consumer selection in this category, which might be great for promotional campaigns or partnerships with clients.

Request for Action:

1. To ensure our insights are reliable and actionable, I'd like to request any documentation you have on the product categories, especially around hierarchical fields, so we can better segment our analysis by product lines.
2. Work with the engineering or data teams to set up more validation checks on data types and missing values to avoid issues like those seen with sales and quantity fields.

Looking forward to your thoughts and next steps!

Thank you,