**Subject:** Data Analysis Findings and Data Quality Concerns

Dear Stakeholder,

Hope you’re doing well.

I’ve completed an initial analysis of the product, transaction and user datasets. Below is a summary of my findings along with some areas that need clarification.

**Data Quality Issues:**

* Product details are incomplete, with many missing entries in deeper product categories such as Category\_3 and Category\_4.
* Manufacturer and brand details are missing for a significant number of products.
* Sales and quantity fields have non-numeric or blank values in the transactions data.
* A large number of transactions are linked to user IDs and product barcodes that don’t exist in our user and product databases.

One interesting insight from the analysis that stood out to me is that CVS leads in sales among users who have been active for more than six months. Trends like this could help with future marketing strategies and partnerships.

To move forward, I would like some clarification from your end on how we should handle products with missing category, brand and manufacturer details. I also need to confirm whether the "zero" and blank entries in the sales and quantity fields are intentional or errors. Furthermore, it would be helpful to understand if the mismatch between some transactions and user/product records is expected or indicates a data issue.

Any guidance on these points would be appreciated. Please let me know how you'd like to proceed or if you'd like me to explore any of these areas in more detail.

Looking forward to your feedback!

Regards,  
Sajal Dubey  
Senior Data Analyst