I have finalized my work on the Users, Transactions and Products datasets analysis. The findings detect major data quality problems that involve empty values together with multiple occurrences and reference connection errors across the records. The identified problems disrupt our ability to understand the base of Fetch users and their transaction patterns. In my work, I identified initial findings, which show the top brands along with identifying power user groups.

The analysis generated three main findings that revealed the top five brands according to receipt counts and monetary transactions and also resulted in identifying strong user profiles. The organization requires better data quality to achieve more precise insights. The next tasks involve establishing data rule guidelines and requesting metadata documentation, and developing power user performance measurement standards. I would appreciate your input regarding this note. Please share your comments if you have any questions about the information provided.

The following feedback requests action from you: (1) how to handle duplicate BARCODEs in the Products table, (2) what to do with Transactions containing missing BARCODEs, and (3) the requirement to define power user characteristics. The feedback you provide will improve the analysis as well as produce meaningful conclusions.