Hello,

My name is Vinay and I will processyour request to provide analytics solutions for your rewards data. When I start looking at the data, I would like to ask you for some clarification to better understand the data and deliver feasible solution.

Questions regarding Data Description:

* What is the difference between FinalPrice and UserFlaggedPrice in RewardsReceiptItemList?
* Could you provide more information about CPG field in Brands dataset

Questions regarding Data Quality:

While performing Exploratory Data Analysis, I came across following data quality issue:

* TopBrand field in Brands dataset has substantial null entries which becomes difficult to precisely analyze the topBrand information. How do you want to suggest to handle the null values as TopBrand is a significant field and impacting the dataset effectively.
* Missing barcode in RewardReceiptListItem would make it difficult to retrieve the brand information. Would you like to make updates to capture the missing data?

Questions regarding Optimizing the data:

* RewardsReceiptItemList for each receipt is stored in receipt data itself. This requires additional data transformation and processing time. Is it possible to get this data in a separate file? This would save a lot of data processing time.

Questions regarding Performance and Scaling:

* What are your thoughts on retaining the data? Do you need copies of both raw and transformed data?
* What is the frequency of the report refresh?

Please provide me with the following information so that I can decide on the data model, integrity, and structure. Kindly let me know if you have any questions or concern.

Thank you!