Subject: Feedback for the data analysis report

Dear XX data analysis team,

*Xxx (Beginning words)*

You’ve done a great job with the data visualization! Thank you so much for providing a vivid elaboration of the data. It’s such a pleasure to read your report.

However, the main goal for us to do the data analysis and everything is to truly know better about our users, so that we could provide better services for them. We would like to get a further report that makes more sense to us, more down to earth. Obviously, the data says a lot, but what does it really mean? We are expecting some more in-depth or more practical information from the data that answer to that goal.

We’ve asked a few companies to do the analysis for the previous years as well. And some can be very fancy, visually. But unfortunately, this is not a presentation competition. So what if data are packaged and polished using a splendid color palette to show the proportion of every sub-category? It’s true they took a huge effort to finish a well-designed data visualization as you do. And we really enjoyed reading, but little conclusion or impression can be left after it. We seem still don’t have a clue about the meaning behind the data.

In addition, as Covid-19 and its variants struck the whole globe, again and again, it’s reasonable to assume that users of our platform can also be affected by it mentally and physically, and their daily life routine could also be influenced. We’d like to know more about it – the change this pandemic made, and especially the lockdown made. We want to be more prepared for our user's needs and provide more enjoyable experiences.

*Ending words*