Hi,

My name is Aditi, I’m part of the Data team that sits in NY. I’ve been reviewing the data from the User, Transaction and Product tables.

There were some inconsistencies in the data in the tables such as

* Barcodes in transactions that do not map to any corresponding products
* Products in some categories do not have any brand name
* Fields with Null values and blank spaces are used interchangeably
* Format of the barcodes, quantity and amount are also inconsistent, (e.g., some entries show 0, some are blank, and others are marked as Null)

Given these issues, I was wondering if we currently have any data quality initiatives in place. If not, it might be proactive to discuss ways to enforce data validation at the collection stage. I’d be happy to set up a meeting to explore potential solutions and processes to improve data consistency.

Additionally, I noticed that the Transaction table I reviewed only covers Q2 and Q3 of this year. Would it be possible to access more historical data? If that is available and you have access to that, I’d appreciate it if you could share it with me.

On a related note, I’ve been analyzing the performance of products in the Salsa and Dips category. Tostitos and Pace are leading brands, but I saw that Pace outperformed Tostitos in Q3. However, the data showed that Tostitos generally performs well. So, I’m curious, were there any campaigns or promotions running specifically for Pace during that period?

We see that a majority of our users are in California, Florida and Texas. There was some initial traction in the Midwestern states the growth slowed down.

We can explore activating more users in certain states with advertising, incentives, or partnerships with local stores. I can look into this more and we can think about a strategy.

I’d be happy to clarify any questions you might have, I’d also happy to set up a time for us to discuss these points in more detail.

Looking forward to your thoughts!