

## Fourth: Communicate with Stakeholders

Construct an email or slack message that is understandable to a product or business leader who isn't familiar with your day to day work. This part of the exercise should show off how you communicate and reason about data with others. Commit your answers to the git repository along with the rest of your exercise.

- What questions do you have about the data?
- How did you discover the data quality issues?
- What do you need to know to resolve the data quality issues?
- What other information would you need to help you optimize the data assets you're trying to create?
- What performance and scaling concerns do you anticipate in production and how do you plan to address them?

## Response:

### Email Template –

Hi XXX,  
Hope you are doing well!

As an Analytics Engineer, it is my responsibility to ensure that the data is in the right format for both technical and non-technical stakeholders to consume without any need for a transformation step, ensuring data consistency and keeping the stakeholders informed on any issues or any insights helps Fetch in the growth process without any hiccups.

I am currently working on configuring a data pipeline for the receipts, users, and brands data which is ideally our bread and butter for the Rewards workflow. During the process, I came across a couple of discrepancies, I seek your assistance in making this data useful for business consumption. Below is the list of questions,

1. Overall, the data has a lot of missing values such as item purchase date, item barcode, total \$ spent, brand associated with items, and so on. From a business perspective what type of questions do you expect to get answered just from the receipts data, same with users and brands? When do you require this data to be functional? This will help me make sure I build a roadmap with priorities aligned for the root cause analysis and add new data if needed.
2. How often is the Receipt Item purchased list data used and what level of significance does this data have? Also, if the item list will be used in conjunction with any other metric, then what is that?
3. What does the Rewards journey for a user look like? Can you share some edge cases?
4. Can you share any business/analytics initiatives upcoming shortly or in the next fiscal year? Helps me ensure that the data is available for consumption.
5. How is CPG reference data used in the brands context? What tables does the cpg\_id link to?

Let's discuss the inconsistencies in detail and I'd like to learn more about the data expectations from the business/product perspective. Let me know how you'd like to take this further both email and meeting works for me (meeting is preferred)...

Best,  
Ahmed

## Slack Template –

Hi XXX,

I am an Analytics Engineer at Fetch, I work on ensuring that the data is in the right format for both technical and non-technical stakeholders to consume without any need for a transformation step.

I am currently working on configuring a data pipeline for the receipts, users, and brands data. During the process, I came across a couple of discrepancies, can you help me answer the below list of questions?

1. Overall, the data has a lot of missing values such as item purchase date, item barcode, total \$ spent, brand associated with items, and so on. From a business perspective what type of questions do you expect to get answered just from the receipts data, same with users and brands? When do you require this data to be functional? This will help me make sure I build a roadmap with priorities aligned for the root cause analysis and add new data if needed.
2. How often is the Receipt Item purchased list data used and what level of significance does this data have? Also, if the item list will be used in conjunction with any other metric, then what is that?
3. What does the Rewards journey for a user look like? Can you share some edge cases?
4. How is CPG reference data used in the brands context? What tables does the `cpg_id` link to?

Lastly, can you share any business/analytics initiatives upcoming shortly or in the next fiscal year? Helps me ensure that the data is available for consumption.

Happy to schedule some time this week or the next to deep dive into this. Let me know a time that works for you...

Thanks!