3. Email:

Hi John,

Hope you're doing well.

I just finished analyzing the data I received for products-users-transactions and wanted to briefly share some insights with you.

The majority of data looks fine, there are some issues but not something I can not do a work around for. Only couple of things I'd say is that the transaction data is just for 3 months from June-September last year. If I could pull more transactions, we will have better insights about the data.

One interesting trend I noticed in the data is that during the period 2020-2022, Fetch gained a lot of new users. Among the 100K users I have, around 63K were onboarded during those years. The year over year growth in terms of acquiring new users have definitely declined after 2022.

Additionally, like I said before, to make more sense of this data I would require more data to collect. Only 3 months of transaction data is not enough to come up with solid insights. Please let me know who I should reach out to collect more data or I can start with the data engineering team.

Also if you have any questions, do not hesitate to reach out.

Thank you,

Akash