

Hi Stakeholders,

I'm an Analytics Engineer working on our ongoing Brand Spend Analysis project.

I wanted to take a moment to provide an overview of our project and share some key updates.

Key Questions:

As we delve deeper into the project, I have a few questions to ensure we're aligned on our objectives and approach:

1. How is the current data being utilized to inform decision-making and strategic initiatives?
2. Are there any additional data sources or information types that could enrich our analysis and insights?

Progress Update:

In our initial data analysis phase, we identified several discrepancies and anomalies, including missing values, duplicates, and inconsistencies. While most of these issues appear to be technical in nature, some require further clarification on the logic behind certain data entries.

For instance, in the Receipts table, we observed instances where the purchase date precedes the date the receipt was scanned. I'd appreciate your insights on whether this is an anomaly or a valid scenario within our operations.

Addressing these data quality concerns is paramount, as they may impact our operational performance. Therefore, we're actively collaborating with the data engineering team to identify and resolve these discrepancies promptly.

I know I have gone through a lot of information, I'm more than happy to arrange a call at your earliest convenience.

Looking forward to your insights and further discussions.

Warm Regards,
Arvind K Ravi