2. Queries that directly answer predetermined questions from a business stakeholder

- What are the top 5 brands by receipts scanned for most recent month?

Answer: Removing the "ITEM NOT FOUND" entries, the top 5 brands scanned for the month of Feb-2021 (the most recent month) are

1. FLIPBELT LEVEL TERRAIN WAIST POUCH, NEON YELLOW, LARGE/32-35

2. THINDUST SUMMER FACE MASK - SUN PROTECTION NECK GAITER FOR OUTDOORACTIVITIES

3. MUELLER AUSTRIA HYPERGRIND PRECISION ELECTRIC SPICE/COFFEE GRINDER MILLWITH LARGE GRINDING CAPACITY AND HD MOTOR ALSO FOR SPICES, HERBS, NUTS,GRAINS, WHITE

4. DELIMEX

5. GOOD SEASONS

- How does the ranking of the top 5 brands by receipts scanned for the recent month compare to the ranking for the previous month?

Answer: The top 5 brands scanned for the month of Jan-2021 are

1. *DIGIORNO CHEESE*

2. *COOL WHIP*

3. *GODIVA INSTANT PUDDING MIX*

4. *DEVOUR*

5. *F. WHITLOCK & SONS BBQ SAUCE*

The more popular brands scanned in Jan-2021 lie in the Food and Dining brands, whereas Feb-2021 brands are mixed with retail and dining

- When considering *average spend* from receipts with 'rewardsReceiptStatus' of 'Accepted' or 'Rejected', which is greater?

Answer: For rewardsReceiptStatus = 'FINISHED' (meaning ACCEPTED), the average spends (80.9) is higher than the average spends of rewardsReceiptStatus = 'REJECTED' (23.3)

- When considering *total number of items purchased* from receipts with 'rewardsReceiptStatus' of 'Accepted' or 'Rejected', which is greater?

Answer: For rewardsReceiptStatus = 'FINISHED' (meaning ACCEPTED), the total number of items purchased (8184) is higher than total number of items purchased of rewardsReceiptStatus = 'REJECTED' (173)

- Which brand has the most *spend* among users who were created within the past 6 months?

Answer: Brand with most spends: PULL-UPS (4647)

- Which brand has the most *transactions* among users who were created within the past 6 months?

Answer: Brand with most transactions: DIGIORNO CHEESE (642)