

## **Fourth: Communicate with Stakeholders (Mail)**

From: Bhavya Passi  
To: John, Michael  
Subject: Insights on the Data Schema

Hi John/Michael,

As part of the Data Analytics and Insights Team, I'm currently working with the Receipts, Brand, and Users data schema to gather business insights and generate recommendations for the team. Additionally, I have added a reference diagram for your understanding. However, during my deep dive, I found some core issues with the data. Listing down a few in the following –

1. Brands available in the receipt table are not available in the brands table - While logically this shouldn't be the case, we can fix the issue given we have a business understanding from your end. Although there might be multiple reasons this is possible but, based on our understanding we believe that the brands table is not updated with the latest brand codes while receipts are getting updated with recent brand id.

This could create irregularities in the insights our team presents to the business and could impact the business by \$300k based on our previous work with brands and insights team.

2. Users data not captured - We have observed that certain users have transacted with us and have details present in the receipts table however their PII information is not present in the users table. While this could be possible as certain users have transacted with us way before the data was captured. To remove any duplicities, we can remove these users or capture their information when they next transact with us. In case we find the details matching with the existing users (duplicates) we can map them to remove any data discrepancy. Given the fact that we are sending regular marketing campaigns at user id level we expect business loss of around \$100k if duplicate marketing campaigns are sent to same user.

Given the severity of the issue, we would like to discuss the same with you and your team. Please share your availability for the week and we can schedule a call to briefly discuss the next steps on the following.

Meanwhile, our team is currently finding out more such irregularities in the data, we will keep you updated on the same.

Please let me know your thoughts.

Best Regards,  
Bhavya Passi