# Pt.4 Communicate with Stakeholders

## Option 1 – Short Slack Message

Hi [stakeholder],

I just started at Fetch as a Sr.Analyst. I was pointed in your direction in hopes of clarifying a few questions I have regarding the Rewards data.

* Is there a team responsible for standardizing the Brand data? I’ve noticed a lot of inconsistencies across the dataset and how it links back to other tables.
* Within the Receipts data, there is a column called rewardsReceiptItemList that have A LOT of variability in the format. How does the wider team decide that more fields will begin populating in this column?

I’ll probably have more questions soon. I’m working on identifying what needs to be clean in order to standardize future reporting. I’m also open to hopping on a quick call if it’s easier to talk out.

Thanks!

## Option 2 – Longer Email

Hi [stakeholder],

My name is Bri and I’ve just joined Fetch as a Sr.Analyst last week. I’ve just begun exploring the various tables related to Rewards. It has been a joint effort of working with [datalake] and within a Python notebook. I’ve noticed a handful of inconsistencies so I’m hoping to lean on you to clarify a few points.

Below I’ve listed out some of my key questions. It’s a lot – so let me know if you’d rather hop on a quick 30-min call to review it all.

* How are we pulling in the Receipts data? How is that different than how we’re pulling in the Users data?
* Is there a team that’s responsible for tracking/standardizing the Brand data? Or is there a source of truth we can rely on for how this information is imported and maintained?
  + In the Brands table, why would an item contain a name but not a brandCode?
  + Why are we still housing “test brand” information?
* Within the Receipts data, there is a column called rewardsReceiptItemList. There seems to be a lot of variability in the format of how these values are coming in. Is there a team responsible for tracking this dataset?
  + There are a few rows with a value that seems related to a “MetaBrite” campaign. Is the team looking to explore tracking data related to campaigns?

Clarifying the above questions will help a lot for standardizing and automating future reporting.

Chat soon,

Bri