

Hello Management Team,

I hope this message finds you well. I wanted to share some insights and findings from the recent Fetch Rewards project's data analysis we have been working on. During the analysis, we discovered some interesting trends and identified potential data quality issues that require attention. Here are the key points:

1. Analysis results. We have the answers to all the inquiries you have asked last week. The first one was to identify the top 5 brands by receipts scanned for the most recent month. Below are those top 5 brands names.
  - Capri Sun
  - J.L.Kraft
  - Calumet
  - Claussen
  - Devour

We would like to set up a time to discuss the remaining five inquiries results this Thursday if that works for you. We have consolidated the summary file which we will share and discuss it with you in our meeting.

2. Data Quality Issues:
  - Missing values in critical fields: Several important fields, such as brandCode, category, categoryCode, topBrand were found to have missing values. This could impact the completeness and reliability of our analysis results.
3. Resolution of Data Quality Issues. To resolve these data quality issues, we recommend taking the following steps:
  - Conduct data cleansing and enrichment processes to fill in missing values, either through manual data entry or automated data extraction techniques.
  - Establish regular monitoring and auditing procedures to maintain data integrity and identify any future data quality issues.
4. Additional Information. To optimize the data assets we are creating, we would appreciate the following information:
  - Clarification on specific business goals and objectives to align our analysis with your needs effectively.
  - Access to any additional data sources or systems that might provide valuable insights or enhance the accuracy of our analysis.
  - Insights into any specific metrics or KPIs that should be prioritized in our analysis to support decision-making.
5. Performance and Scaling Concerns. As we move towards production, we anticipate the following performance and scaling considerations:
  - Increased data volume: We expect the data volume to grow over time, potentially impacting data accuracy and completeness. We plan to implement appropriate policies at the data gathering and its cleaning stages to ensure data is retrieved and stored in uniform format with all the necessary fields complete.
  - Data update and maintenance. The information in all three files: receipts, brands and users should be maintained at the most current version while we conduct our further analysis until the project's goals are achieved. We will ensure to coordinate this with the necessary teams to ensure the data is refreshed as needed.

Please let me know what time best works for you to go over the points above. We look forward to working together to optimize the data assets and achieve the desired business outcomes.

Best regards,

Dee  
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